

**PUBLIC OPINIONS AND ATTITUDES
ON OUTDOOR RECREATION IN CALIFORNIA
1992**

An element of the California Outdoor Recreation Planning Program



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I. EXECUTIVE SUMMARY

Broad-level planning for outdoor recreation requires current information about the attitudes and opinions, the current activities and the desires of the general public. To obtain such information, current as of 1992, a focused public opinion survey was undertaken, asking respondents their views on many aspects of those recreation areas and facilities provided by all levels of government, federal, state and local. This survey was undertaken by the California Department of Parks and Recreation, with the participation and strong support of the federal Bureau of Land Management and the United States Forest Service.

This survey is a partial replication of a previous survey, taken by the department in 1987. While the present survey did not ask some of the questions asked in the earlier effort, it did include new areas of inquiry, most particularly questions on recreational motivation and willingness to pay. In addition, there was a separate survey dealing strictly with youth, people aged 8 through 17.

The current survey of the California population was based on a sample of 2,024 California households selected at random. This sample size provides data which exceeds 95 percent confidence $\pm$ 5 percent when the state is considered as a whole. Each respondent was interviewed for an average of five minutes and a portion of them also responded to a lengthy mail questionnaire. The mail questionnaire contained topics and questions which were too detailed or complex to be dealt with on the telephone. A second survey, that of California youth, was performed entirely through a mail survey. Because of high non-response rates associated with mail surveys, the data of California youth should be viewed cautiously from a statistical point of view. However, the youth survey does provide a point of departure in determining the activities and opinions of California's youth.

Looking at the 1992 data, a few very broad generalizations can be made.

- Outdoor recreation areas and facilities are very important to the quality of life of most Californians;
- Californians are fairly well satisfied with the areas and facilities currently available;
- Californians spent approximately 2.2 billion days participating in outdoor recreation activities during 1991;
- Simple and inexpensive activities are engaged in far more than those which require considerable skill and expense; and
- Californians do not show a strong willingness to pay for the recreation areas and facilities they use or desire.
- Californians strongly believe that protection of the natural environment is an important aspect of outdoor recreation.

There have been few major changes in the public's views regarding outdoor recreation since the time of the previous survey, five years ago. Nevertheless, a few significant changes have occurred.

- Californians have become somewhat less satisfied with their outdoor recreational facilities and opportunities;
- Californians have become somewhat less willing to pay for these facilities and opportunities through taxes;
- Californians have increased their preferences for more natural recreation areas, as compared to more developed ones; and
- Californians have greatly increased the total number of days of outdoor recreation undertaken during the year.

Below are a few of the more detailed highlights of the 1992 survey, and comparisons with the 1987 data, in those instances where significant changes were found. The full range of detailed information will be found in the body of the report and in the appendices which follow.

A. Findings from the 1992 survey.

- Roughly 60 percent of Californians indicate that outdoor recreation areas and facilities are the same or better than five years ago.
- Over 80 percent of Californians indicated that federal and state government should continue to assist in financing outdoor recreation.

- Based on latent (unmet) demand and public support, Californians believe that eight outdoor recreational activities should have top priority for the expenditure of public funds: walking, trail hiking, camping in developed sites, camping in primitive sites, general nature study, picnicking in developed sites, freshwater fishing and visiting museums/historic sites.
- Californians prefer methods of funding public recreation areas and facilities that do not directly impact the user or the general population, e.g., "sin" taxes.

B. Comparisons between the 1992 and the 1987 surveys.

- In 1992, a smaller proportion of Californians believe that outdoor recreation areas and facilities are the same or better than five years ago.
- In terms of attitudes, a substantially smaller proportion of Californians in 1992 strongly agree that recreational facilities and programs for special populations should be increased and that outdoor recreation areas and facilities should be used to promote tourism than what was found in 1987.
- Based on a needs assessment which combines latent demand with public support, the status of play equipment/tot-lots, horseback riding, freshwater fishing, camping in primitive areas and backpacking has increased from 1987 to 1992.

It is worthy of note that in both surveys there was very little distinction in the answers to the questions that could be correlated with the respondents' gender, ethnicity, income, family structure or education. The differences that were detected reinforced the conclusion that, when it comes to outdoor recreation, Californians are more alike than different.

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IV. INTRODUCTION

A. BACKGROUND

The California Department of Parks and Recreation is responsible for the preparation and periodic revision of a comprehensive California Outdoor Recreation Plan. This plan provides policy guidance and basic information of value to all public agencies - state, federal and local - engaged in providing outdoor recreation lands and facilities throughout the state.

The information which this public opinion survey provides is an essential ingredient to the 1993 revision of the California Outdoor Recreation Plan. It will also be utilized in revising the Open Project Selection Process, the evaluation procedures by which the department makes grants of federal Land and Water Conservation Fund monies to local government park and recreation agencies.

A similar survey was undertaken in 1987 to assist in the revision of the 1988 plan. The present survey has dropped certain of the original questions and has added new areas of inquiry. Both studies were accomplished under contract to the department by CIC Research, Inc. of San Diego. The present survey has enjoyed the professional and financial assistance of the California regional offices of two federal agencies, the Bureau of Land Management and the United States Forest Service.

This report presents the detailed findings of the 1992 public opinion survey, as well as comparisons of this data with relevant portions of the 1987 survey.

V. NARRATIVE FINDINGS

In this section of the report, major statewide findings are reported for both the survey of adults and the survey of youth. Because the characteristics of survey data do not always match the characteristics of the population, the adult survey data has been weighted to reflect the 1990 U.S. Census California distribution of income, education and ethnicity. For example, if a specific ethnic group is under-represented in the sample, each observation from that ethnic group is weighted upward so that the proper ethnic proportion are achieved for the sample as a whole. The youth's survey data has been weighted to reflect the U.S. Census California distribution of ethnicity. Thus, the findings reflect the opinions and attitudes of Californians on a statewide basis.

The unweighted or raw survey data are presented in Appendix A, B and C to this report. The unweighted data reflect the characteristics of the sample respondents rather than the California population. The unweighted survey results are presented to permit evaluation of sample size, nonresponse, and distribution on a question by question basis.

A. ATTITUDES AND BELIEFS OF CALIFORNIANS TOWARD RECREATION

Generally, Californians may be characterized as individuals who think that outdoor recreation areas and facilities are very important to their quality of life and who are fairly satisfied with public outdoor recreation areas and facilities available. Most indicate that the conditions of public outdoor recreation areas and facilities in California are the same or better than they were five years ago.

1. Importance

Californians were asked to consider any and all public outdoor areas, parklands and facilities operated by any level of government. As Table 1 indicates, over three-fourths of Californians believe that outdoor recreation areas and facilities are important or very important to their quality of life. Roughly ten percent indicated that outdoor recreation areas and facilities were not at all important or unimportant to their quality of life.

Table 1

OUTDOOR RECREATION IMPORTANCE TO QUALITY OF LIFE

Category	Percent
Not at all important	5.5%
Unimportant	4.7
Neutral	13.5
Important	20.2
Very important	56.1
	100.0%

Source: CIC Research, Inc., 1992.

2. Satisfaction

Californians were asked the degree of their satisfaction with public outdoor recreation areas and facilities currently available to them in California. As Table 2 indicates, roughly half of the respondents indicated they were satisfied or very satisfied with their opportunities. However, almost 16 percent indicated they were not at all satisfied or unsatisfied. In addition, respondents were asked to compare outdoor recreation areas and facilities today with five years ago. Almost 61 percent indicated that current conditions were as good as or better than five years ago. However, as Table 3 indicates, 43.7 percent spend less time in outdoor recreation activities than they did five years ago.

3. Types of Areas Visited and Favorite Areas

Based on five broad types of outdoor recreation areas, Californians were asked to indicate how often they visited each. Table 4 indicates that natural and undeveloped areas are visited by the largest percentage of respondents followed closely by nature-oriented parks and recreation areas. Highly developed parks and recreation areas, however, are visited with the greatest regularity. Apparently, private outdoor recreation areas and facilities are visited least.

Table 5 lists Californian's preferences for the five broad types of outdoor recreation areas. Natural and undeveloped areas were preferred by the largest proportion of respondents. Thus, Californians visit and prefer natural and undeveloped areas in the largest proportion but visit highly developed parks and recreation areas with the greatest regularity. Historical/cultural areas and private recreation areas do not appear to have the level of preference found for the other broad types of outdoor recreation areas.

4. General Attitudes

Californians were asked a sequence of questions to identify their general attitudes regarding outdoor recreation lands and facilities in California. First, respondents were asked for their level of agreement/disagreement to a series of 17 statements. Second, Californians were

Table 2

SATISFACTION

Category	Percent
Satisfaction with public outdoor recreation areas and facilities currently available	
Not at all satisfied	5.8%
Unsatisfied	9.8
Neutral	34.8
Satisfied	28.2
Very satisfied	21.4
Comparison of outdoor recreation areas and facilities today with five years ago	
Better	28.7%
Same	32.1
Not as good	32.9
Not here 5 years ago	6.4

Source: CIC Research, Inc., 1992.

Table 3

TIME SPENT OUTDOORS

Category	Percent
Comparison of time spent in outdoor recreation activities now with five years ago	
More time	32.1%
About the same	24.2
Less time	<u>43.7</u>
	100.0%

Source: CIC Research, Inc., 1992.

Table 4

VISITS TO OUTDOOR RECREATION AREAS

Category	Not At All	Once or Twice Per Year	Several Times Per Year	Once or Twice Per Month	Once Per Week	At Least 2 or 3 Times Per Week
Natural and undeveloped areas	9.3%	25.4%	37.0%	15.7%	6.3%	6.3%
Nature-oriented parks and recreation areas	9.7	27.7	39.9	14.8	4.9	3.1
Highly developed parks and recreation areas	12.6	21.6	30.1	17.3	10.5	7.9
Historical or cultural buildings, sites or areas	13.1	39.8	32.3	12.3	1.2	1.3
Private, not public, outdoor recreation areas and facilities	30.2	23.9	24.7	11.4	5.7	3.9

Source: CIC Research, Inc., 1992.

Table 5

TYPE OF OUTDOOR RECREATION AREA PREFERRED

Category	Percent
Natural and undeveloped areas	41.8%
Nature oriented parks and recreation areas	26.3
Highly developed parks and recreation areas	14.2
Historical or cultural buildings, sites or areas	7.1
Private, not public, outdoor recreation areas and facilities	10.6

Source: CIC Research, Inc., 1992.

queried about changes to park and recreation facilities. Third, respondents were asked to determine desired spending levels. Finally, a series of questions dealing with funding alternatives were made. Highlights of the attitudes of Californians are presented below.

a. *Preservation and Availability:* Californians generally support statements regarding preservation and availability. As Table 6 indicates, Californians overwhelmingly agree (78.5% strongly agreed) that protection of the natural environment is an important aspect of outdoor recreation areas. Further, Californians strongly support the quality of natural setting (92.1% moderately or strongly agree) and the protection of wetlands (78.3% moderately or strongly agree).

While the majority (53.8%) believe that there are enough facilities available for their own use, 69.6 percent indicated that more outdoor recreation areas and facilities are needed in or near large cities. Further, almost 64 percent strongly or moderately agree that recreational facilities and programs for the elderly, poor or disabled should be increased.

b. *Problems:* Californians appear to be concerned about crowded conditions and safety. Almost 70 percent indicated that outdoor recreation areas and facilities in California are often too crowded when they wish to use them. Roughly 65 percent agreed that better regulation of behavior, rules and laws in parks and outdoor recreation areas would make their experience more comfortable and safe. However, 23.8 percent moderately or strongly agreed that outdoor recreation areas and facilities attract undesirable people and activities.

c. *Spillover values:* In the eyes of Californians, outdoor recreation areas and facilities have value beyond simple use itself. Californians moderately or strongly agreed that outdoor recreation areas, programs and facilities tended to reduce crime and juvenile delinquency (51.5%), created jobs and spending (73.7%), and increased the value of nearby commercial and residential property (61.6%). Roughly half of the respondents indicated that outdoor recreation areas and facilities should be used to promote tourism.

Table 6

ATTITUDES CONCERNING OUTDOOR RECREATION LANDS AND FACILITIES

Statement	Strongly Disagree	Moderately Disagree	Neither Agree Nor Disagree	Moderately Agree	Strongly Agree
a. There are enough outdoor recreation areas and facilities available that are convenient for me.	11.7%	23.4%	11.1%	36.8%	17.0%
b. More outdoor recreation areas and facilities are needed <u>in or near large cities</u> .	3.8	8.3	18.3	33.9	35.7
c. Protection of the natural environment is an important aspect of outdoor recreation areas.	2.1	.8	2.7	15.9	78.5
d. Outdoor recreation areas and facilities in California are often too crowded when I want to use them.	1.7	6.5	22.4	34.4	34.9
e. Recreational facilities and programs for special populations such as the elderly, the very poor or disabled people should be increased.	3.5	7.2	25.5	33.9	29.9
f. Outdoor recreation areas and programs help to reduce crime and juvenile delinquency in my community.	8.0	8.9	31.7	26.1	25.4
g. Outdoor recreation areas and facilities improve a community's "quality of life."	2.2	1.2	8.4	30.1	58.1
h. Outdoor recreation areas and facilities attract undesirable people and activities.	20.1	26.5	29.6	18.8	5.0
i. Outdoor recreation areas and facilities can create jobs and spending in the community, helping its economy.	1.4	3.7	21.2	47.5	26.2
j. Outdoor recreation areas and facilities should be used to promote tourism.	8.0	15.9	24.4	33.9	17.8
k. Outdoor recreation areas and facilities increase the value of nearby commercial and residential property.	1.5	5.3	31.6	43.6	18.0
l. There should be better regulation of behavior, rules and laws in parks and outdoor recreation areas, which would make my experience more comfortable and safe.	3.3	5.6	25.9	29.2	36.0
m. The <u>federal</u> government should continue to give financial assistance to local and state governments for parks and outdoor recreation areas.	3.4	3.8	10.1	29.0	53.7
n. The <u>state</u> government should continue to give financial aid to local governments for outdoor recreation.	1.8	1.7	10.1	30.8	55.5
o. The quality of the natural setting is an important factor in my enjoyment of outdoor recreation areas.	1.9	1.0	5.0	28.8	63.3
p. Wetlands, such as estuaries and marshes, are of substantial ecological and recreational importance and should be protected by the government.	2.1	4.3	15.3	23.2	55.1
q. More campgrounds should be constructed that are intensely developed and have hot showers, including some campsites with hook-ups for electricity and water for which there would be an extra fee.	12.4	11.8	20.3	28.4	27.2

Source: CIC Research, Inc., 1992.

d. *Financing Attitude:* A strong majority of Californians indicate that federal and state government should continue to assist in financing outdoor recreation. Almost 83 percent moderately or strongly agreed that the federal government should continue to give financial assistance to local and state governments for parks and outdoor recreation areas. Slightly more Californians (86.3%) agreed that state government should continue to give financial aid to local governments for outdoor recreation.

B. ACTIVITY/PARTICIPATION

Californians are very active in outdoor recreation and participate in a number of activities. In this survey, 42 outdoor activities were considered. Respondents were asked to note their participation in each of the 42 activities and note the number of days per year of participation.

1. Participation

Table 7 provides the percentage of respondents that indicated one or more days of participation in each of the 42 activities. As the table indicates, walking was undertaken by the largest percentage of respondents (88.0%) while snowmobiling was undertaken by the lowest percentage of respondents (3.1%). Fifty percent or more of the respondents participated in 12 of the 42 activities noted. Alternatively, only four activities reflected participation rates less than 10 percent. In general, participation rates appear to be higher for activities that are less expensive, require less equipment, and need less technical skills.

2. Activity Participation Days

Table 8 indicates the average number of activity days per year for all respondents in the survey, i.e., nonparticipants in the activity are included in calculating the mean. As the table indicates, average activity days vary significantly from activity to activity. Walking recorded by far the largest average number of days with 103.8. However, this average in 1992 is two and one-half times as large as the 1987 average. Apparently, not only are more Californians walking

Table 7

PARTICIPATION

Activity Number	Prevalence (%)	Activity Number	Prevalence (%)
01 Walking	<u>88.0%</u>	23 Beach activities, including sunning and games	<u>69.4%</u>
02 Trail hiking	<u>54.8</u>	24 Swimming (in outdoor pools)	<u>46.8</u>
03 Bicycling (on paved surfaces)	<u>45.8</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>52.1</u>
04 Mountain biking (not on paved surfaces)	<u>14.6</u>	26 Surfing	<u>6.1</u>
05 Jogging and running	<u>30.6</u>	27 Sailboating and windsurfing	<u>7.0</u>
06 Driving for pleasure	<u>68.7</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>16.2</u>
07 Horseback riding	<u>15.6</u>	29 Power boating	<u>19.5</u>
08 Hunting	<u>13.3</u>	30 Water skiing	<u>14.4</u>
09 Camping in developed sites with tent or vehicle	<u>53.9</u>	31 Fishing - saltwater	<u>24.9</u>
10 Camping in primitive areas and backpacking	<u>25.8</u>	32 Fishing - freshwater	<u>38.2</u>
11 Mountain climbing	<u>15.1</u>	33 Downhill (Alpine) skiing	<u>20.3</u>
12 General nature study, wildlife viewing	<u>56.0</u>	34 Cross-country skiing	<u>8.0</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>66.9</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>24.1</u>
14 Use of play equipment, tot-lots	<u>35.4</u>	36 Snowmobiling	<u>3.1</u>
15 Picnicking in developed sites	<u>63.9</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>10.1</u>
16 Softball and baseball	<u>34.0</u>	38 4-Wheel drive vehicles used off paved roads	<u>17.8</u>
17 Basketball	<u>21.0</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>50.8</u>
18 Football	<u>13.6</u>	40 Visiting museums, historic sites	<u>75.7</u>
19 Soccer	<u>10.2</u>	41 Visiting zoos and arboreturns	<u>65.6</u>
20 Golf	<u>19.4</u>	42 Organized or guided walks or tours	<u>23.2</u>
21 Tennis	<u>15.2</u>		
22 Target shooting (including pistol and skeet)	<u>14.9</u>		

Source: CIC Research, Inc., 1992.

Table 8

AVERAGE ACTIVITY DAYS STATEWIDE

Activity Number	Number of Days	Activity Number	Number of Days
01 Walking	<u>103.8</u>	23 Beach activities, including sunning and games	<u>14.6</u>
02 Trail hiking	<u>9.9</u>	24 Swimming (in outdoor pools)	<u>12.6</u>
03 Bicycling (on paved surfaces)	<u>23.1</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>10.2</u>
04 Mountain biking (not on paved surfaces)	<u>4.1</u>	26 Surfing	<u>3.0</u>
05 Jogging and running	<u>17.6</u>	27 Sailboating and windsurfing	<u>.9</u>
06 Driving for pleasure	<u>30.5</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>1.9</u>
07 Horseback riding	<u>3.7</u>	29 Power boating	<u>3.4</u>
08 Hunting	<u>2.9</u>	30 Water skiing	<u>1.6</u>
09 Camping in developed sites with tent or vehicle	<u>8.4</u>	31 Fishing - saltwater	<u>3.7</u>
10 Camping in primitive areas and backpacking	<u>3.5</u>	32 Fishing - freshwater	<u>9.5</u>
11 Mountain climbing	<u>1.8</u>	33 Downhill (Alpine) skiing	<u>2.4</u>
12 General nature study, wildlife viewing	<u>14.5</u>	34 Cross-country skiing	<u>.6</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>19.8</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>1.7</u>
14 Use of play equipment, tot-lots	<u>9.8</u>	36 Snowmobiling	<u>.7</u>
15 Picnicking in developed sites	<u>10.4</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>2.3</u>
16 Softball and baseball	<u>10.1</u>	38 4-Wheel drive vehicles used off paved roads	<u>3.3</u>
17 Basketball	<u>3.9</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>4.5</u>
18 Football	<u>1.3</u>	40 Visiting museums, historic sites	<u>7.2</u>
19 Soccer	<u>2.7</u>	41 Visiting zoos and arboreturns	<u>3.8</u>
20 Golf	<u>5.9</u>	42 Organized or guided walks or tours	<u>1.3</u>
21 Tennis	<u>4.5</u>		
22 Target shooting (including pistol and skeet)	<u>3.2</u>		

Source: CIC Research, Inc., 1992.

but they are also walking more often. Another activity with high participation rates, i.e., bicycling, exhibited a doubling in average activities days. Overall, the average days for many outdoor activities appear to have increased somewhat in the last five years. In essence, Table 8 represents the average number of days in 1991 for each activity per adult California resident.

3. Participant's Activity Days

Table 9 provides average activity days for only those Californians who participated in that activity. For example, while only 2.9 hunting days were recorded overall (Table 8), those Californians who do hunt spent an average of 22.1 days afield. Many of the activities with low participation rates appear to have fairly avid participants. As an illustration, only 6.1 percent surf (Table 7), but those who do surf average 49.3 days per year.

4. Statewide Participation Days

Table 10 attempts to estimate the magnitude of Californians' participation in the 42 outdoor activities listed. Not too surprisingly, walking leads the list with 948.4 million household participation days in 1991 while snowmobiling was the lowest. In a sense, Table 10 represents a conservative estimate since more than one adult household member may have participated in a given activity. However, the general magnitude of outdoor activity in California is clear. Based on Table 10, 2.2 billion household participation days occurred in 1991.

Total outdoor activity days appear to have doubled between 1987 and 1992. Most of this increase is due to greater participation, greater avidity, and a larger population base. In addition, some of the increase may be attributed to the inclusion of 42 activities in 1992 and only 38 activities in 1987. However, the four added activities represent only about 3 percent of the 1992 total days of activity.

C. LATENT OR UNMET DEMAND, AND PUBLIC SUPPORT: A NEED ASSESSMENT

Californians were asked a series of questions to determine their unmet outdoor recreational demands and their support for public funding to provide additional public facilities

Table 9

**AVERAGE ACTIVITY DAYS
PARTICIPANTS ONLY**

<u>Activity Number</u>	<u>Number of Days</u>	<u>Activity Number</u>	<u>Number of Days</u>
01 Walking	<u>118.0</u>	23 Beach activities, including sunning and games	<u>21.1</u>
02 Trail hiking	<u>18.1</u>	24 Swimming (in outdoor pools)	<u>26.9</u>
03 Bicycling (on paved surfaces)	<u>50.5</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>19.6</u>
04 Mountain biking (not on paved surfaces)	<u>28.3</u>	26 Surfing	<u>49.3</u>
05 Jogging and running	<u>57.4</u>	27 Sailboating and windsurfing	<u>12.8</u>
06 Driving for pleasure	<u>44.4</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>11.8</u>
07 Horseback riding	<u>23.4</u>	29 Power boating	<u>17.4</u>
08 Hunting	<u>22.1</u>	30 Water skiing	<u>10.9</u>
09 Camping in developed sites with tent or vehicle	<u>15.6</u>	31 Fishing - saltwater	<u>14.8</u>
10 Camping in primitive areas and backpacking	<u>13.7</u>	32 Fishing - freshwater	<u>24.8</u>
11 Mountain climbing	<u>11.6</u>	33 Downhill (Alpine) skiing	<u>11.6</u>
12 General nature study, wildlife viewing	<u>28.9</u>	34 Cross-country skiing	<u>7.1</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>29.5</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>6.9</u>
14 Use of play equipment, tot-lots	<u>27.6</u>	36 Snowmobiling	<u>23.9</u>
15 Picnicking in developed sites	<u>16.3</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>22.4</u>
16 Softball and baseball	<u>29.9</u>	38 4-Wheel drive vehicles used off paved roads	<u>18.8</u>
17 Basketball	<u>18.6</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>8.8</u>
18 Football	<u>9.3</u>	40 Visiting museums, historic sites	<u>9.6</u>
19 Soccer	<u>26.1</u>	41 Visiting zoos and arboretums	<u>5.8</u>
20 Golf	<u>30.4</u>	42 Organized or guided walks or tours	<u>5.5</u>
21 Tennis	<u>29.9</u>		
22 Target shooting (including pistol and skeet)	<u>21.6</u>		

Source: CIC Research, Inc., 1992.

Table 10

**ESTIMATED TOTAL HOUSEHOLD PARTICIPATION DAYS
(in Millions)**

<u>Activity Number</u>	<u>Number of Household Days</u>	<u>Activity Number</u>	<u>Number of Household Days</u>
01 Walking	<u>948.4</u>	23 Beach activities, including sunning and games	<u>105.3</u>
02 Trail hiking	<u>56.5</u>	24 Swimming (in outdoor pools)	<u>61.2</u>
03 Bicycling (on paved surfaces)	<u>110.1</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>55.4</u>
04 Mountain biking (not on paved surfaces)	<u>6.2</u>	26 Surfing	<u>1.9</u>
05 Jogging and running	<u>55.8</u>	27 Sailboating and windsurfing	<u>.6</u>
06 Driving for pleasure	<u>217.6</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>3.2</u>
07 Horseback riding	<u>5.9</u>	29 Power boating	<u>6.9</u>
08 Hunting	<u>4.0</u>	30 Water skiing	<u>2.4</u>
09 Camping in developed sites with tent or vehicle	<u>47.2</u>	31 Fishing - saltwater	<u>9.5</u>
10 Camping in primitive areas and backpacking	<u>9.4</u>	32 Fishing - freshwater	<u>37.6</u>
11 Mountain climbing	<u>2.8</u>	33 Downhill (Alpine) skiing	<u>5.0</u>
12 General nature study, wildlife viewing	<u>84.2</u>	34 Cross-country skiing	<u>.5</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>137.4</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>4.2</u>
14 Use of play equipment, tot-lots	<u>35.9</u>	36 Snowmobiling	<u>.2</u>
15 Picnicking in developed sites	<u>69.1</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>2.4</u>
16 Softball and baseball	<u>33.8</u>	38 4-Wheel drive vehicles used off paved roads	<u>6.2</u>
17 Basketball	<u>8.5</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>23.5</u>
18 Football	<u>1.8</u>	40 Visiting museums, historic sites	<u>56.9</u>
19 Soccer	<u>2.8</u>	41 Visiting zoos and arboretums	<u>26.0</u>
20 Golf	<u>11.9</u>	42 Organized or guided walks or tours	<u>3.1</u>
21 Tennis	<u>7.2</u>		
22 Target shooting (including pistol and skeet)	<u>5.0</u>		

Source: CIC Research, Inc., 1992.

for such activities. As a result, a needs assessment on a statewide basis was accomplished. This section of the study summarizes those findings.

First, unmet demand was determined by asking respondents to identify and rank those activities for which they would most probably increase their own participation if good opportunities were available. Respondents were asked to list their top 10 activities from a total of 42 possible activities. From these 10, respondents were asked to rank five activities beginning with their most important. These rankings were weighted such that a first place ranking received a weight of 10, second a weight of 6.67, third a weight of 4.45, fourth a weight of 2.96, and fifth a weight of 1.98. The weighting is such that a higher rank is weighted 1.5 times the previous rank. Unranked activities received a zero weight. The process follows the method used in the Tennessee Statewide Recreational Study (1983) and Public Opinions and Attitudes on Outdoor Recreation in California (1987).

The weighted rankings were then categorized into high, moderate and low latent demand. In order for an activity to be ranked in the high unmet demand category, it must have a score equivalent to a fifth place ranking by one-half the respondents, i.e., $1.98 \times .50 \times 10 = 9.9$. A moderate unmet demand rating is a score equivalent to being ranked fifth by one-quarter of the respondents, i.e., between 4.95 and 9.9. Below 4.95, the unmet demand is considered low. Admittedly, these break points are arbitrary, but the classifications are consistent over activities. In addition, comparisons are possible.

Table 11 provides the study's estimate of latent demands in California. Nine activities have high latent demands, 11 have moderate latent demands, and 22 have low latent demand. The activities with high latent demand include camping in developed sites, walking, trail hiking, general nature study, freshwater fishing, beach activities, visiting museums/historic sites, camping in primitive areas, and picnicking in developed sites. Over half the activities have low unmet demands which indicate that Californians appear satisfied with opportunities for these activities.

Table 11

LATENT DEMAND

Activity	Index Number	High/ Moderate Low	Activity	Index Number	High/ Moderate Low
01 Walking	<u>20.27</u>	High	23 Beach activities, including sunning and games	<u>12.31</u>	High
02 Trail hiking	<u>12.83</u>	High	24 Swimming (in outdoor pools)	<u>8.54</u>	Moderate
03 Bicycling (on paved surfaces)	<u>9.46</u>	Moderate	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>7.11</u>	Moderate
04 Mountain biking (not on paved surfaces)	<u>4.58</u>	Low	26 Surfing	<u>1.58</u>	Low
05 Jogging and running	<u>5.08</u>	Moderate	27 Sailboating and windsurfing	<u>.96</u>	Low
06 Driving for pleasure	<u>5.07</u>	Moderate	28 Kayaking, rowboating, canoeing, and rafting	<u>2.11</u>	Low
07 Horseback riding	<u>6.88</u>	Moderate	29 Power boating	<u>2.34</u>	Low
08 Hunting	<u>4.41</u>	Low	30 Water skiing	<u>1.70</u>	Low
09 Camping in developed sites with tent or vehicle	<u>23.43</u>	High	31 Fishing - saltwater	<u>3.30</u>	Low
10 Camping in primitive areas and backpacking	<u>11.95</u>	High	32 Fishing - freshwater	<u>12.46</u>	High
11 Mountain climbing	<u>1.84</u>	Low	33 Downhill (Alpine) skiing	<u>2.16</u>	Low
12 General nature study, wildlife viewing	<u>12.60</u>	High	34 Cross-country skiing	<u>.94</u>	Low
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>7.98</u>	Moderate	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>.82</u>	Low
14 Use of play equipment, tot-lots	<u>5.65</u>	Moderate	36 Snowmobiling	<u>.76</u>	Low
15 Picnicking in developed sites	<u>11.17</u>	High	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>3.27</u>	Low
16 Softball and baseball	<u>3.31</u>	Low	38 4-Wheel drive vehicles used off paved roads	<u>2.06</u>	Low
17 Basketball	<u>1.36</u>	Low	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings		
18 Football	<u>.75</u>	Low			
19 Soccer	<u>.94</u>	Low			
20 Golf	<u>5.79</u>	Moderate			
21 Tennis	<u>3.28</u>	Low	40 Visiting museums, historic sites	<u>9.26</u>	Moderate
22 Target shooting (including pistol and skeet)	<u>4.57</u>	Low	41 Visiting zoos and arboretums	<u>12.00</u>	High
			42 Organized or guided walks or tours	<u>8.34</u>	Moderate
				<u>4.01</u>	Low

Source: CIC Research, Inc., 1992.

Next, public support for funding outdoor recreational needs was determined by asking respondents to identify and rank those activities that government should give the highest priority when spending public money. Again, respondents were asked to list their top 10 activities from a total of 42 possible activities. From these 10, respondents were asked to rank their top five activities for public support. These rankings were weighted exactly as the unmet demand rankings were weighted. The high, moderate, and low categories were also determined exactly as noted previously for unmet demand.

Table 12 provides estimates of public support for public funding of the 42 activities in question. As the table indicates, 11 activities have high support, six have moderate support, and the remaining 25 have low support. Camping in developed sites had the highest support followed by trail hiking. Activities such as sailboating/windsurfing, snowmobiling, surfing, and football had almost no public support for funding.

As in the Tennessee study, the needs assessment was performed by classifying activities into categories useful for decision making. Each activity addressed by the study was scored both in terms of unmet demand and the extent to which the public supports funding to improve opportunities for that activity. The classification scheme is given below:

<u>Unmet Demand</u>	<u>Public Support</u>		
	<u>High</u>	<u>Moderate</u>	<u>Low</u>
High	1	3	6
Moderate	2	4	8
Low	5	7	9

In this scheme, unmet demand and public support are considered simultaneously. However, public support is given priority over unmet demand. For example, moderate unmet demand and high public support is given a priority level 2 while high unmet demand and moderate public support is given a priority level 3. Based on this scheme, the highest priority level is given to activities with 1's and lowest priority level to activities with 9's. While the scheme is simple, it does provide a rational method for evaluating projects that provide activities with high unmet demand and high public support.

Table 12

PUBLIC SUPPORT

Activity	Index Number	High/ Moderate Low	Activity	Index Number	High/ Moderate Low
01 Walking	<u>13.34</u>	High	23 Beach activities, including sunning and games	<u>8.99</u>	Moderate
02 Trail hiking	<u>18.29</u>	High	24 Swimming (in outdoor pools)	<u>5.53</u>	Moderate
03 Bicycling (on paved surfaces)	<u>10.90</u>	High	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>7.57</u>	Moderate
04 Mountain biking (not on paved surfaces)	<u>2.33</u>	Low	26 Surfing	<u>.39</u>	Low
05 Jogging and running	<u>2.49</u>	Low	27 Sailboating and windsurfing	<u>.06</u>	Low
06 Driving for pleasure	<u>2.09</u>	Low	28 Kayaking, rowboating, canoeing, and rafting	<u>1.32</u>	Low
07 Horseback riding	<u>5.75</u>	Moderate	29 Power boating	<u>1.51</u>	Low
08 Hunting	<u>4.44</u>	Low	30 Water skiing	<u>.87</u>	Low
09 Camping in developed sites with tent or vehicle	<u>32.35</u>	High	31 Fishing - saltwater	<u>4.30</u>	Low
10 Camping in primitive areas and backpacking	<u>12.78</u>	High	32 Fishing - freshwater	<u>10.37</u>	High
11 Mountain climbing	<u>3.07</u>	Low	33 Downhill (Alpine) skiing	<u>.76</u>	Low
12 General nature study, wildlife viewing	<u>15.17</u>	High	34 Cross-country skiing	<u>1.02</u>	Low
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>11.33</u>	High	35 Other non-mechanized winter sports activities - sledging, snow play, ice skating	<u>1.35</u>	Low
14 Use of play equipment, tot-lots	<u>10.55</u>	High	36 Snowmobiling	<u>.24</u>	Low
15 Picnicking in developed sites	<u>12.50</u>	Low	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>3.78</u>	Low
16 Softball and baseball	<u>2.40</u>	Low	38 4-Wheel drive vehicles used off paved roads	<u>1.89</u>	Low
17 Basketball	<u>.92</u>	Low	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings		
18 Football	<u>.37</u>	Low			
19 Soccer	<u>.65</u>	Low			
20 Golf	<u>4.44</u>	Low	40 Visiting museums, historic sites	<u>9.14</u>	Moderate
21 Tennis	<u>1.46</u>	Low	41 Visiting zoos and arboretums	<u>14.42</u>	High
22 Target shooting (including pistol and skeet)	<u>2.78</u>	Low	42 Organized or guided walks or tours	<u>10.34</u>	High
				<u>5.23</u>	Moderate

Source: CIC Research, Inc., 1992.

Table 13 summarizes the results of the needs assessment for the 42 activities considered in the study. Eight activities were in the top priority level: walking, trail hiking, camping in developed sites, camping in primitive sites, general nature study, picnicking in developed sites, freshwater fishing and visiting museums/historic sites. Three activities were in the second priority level, while one activity was in the third priority level, and five activities were in the fourth priority level. The remaining activities exhibited very low priority levels. Thus, Table 13 summarizes California needs based on unmet demand and support for public funding of appropriate outdoor recreation activities.

D. MOST IMPORTANT ACTIVITY/WILLINGNESS TO PAY

Californians were also asked which activities were most important to them rather than which activities had unmet demands. Table 14 summarizes their responses when scored in a fashion similar to the previous section. High importance generally follows latent demand. However, bicycling on paved surfaces represents high importance but only moderate latent demand. Alternatively, picnicking in developed sites represented moderate importance but high latent demand. Rankings differ at lower levels as well. For example, hunting exhibits low latent demand but moderate importance to the respondent.

Respondents were asked to indicate their willingness to pay for activities they would most like to participate in more often. Table 15 summarizes the results. In general, Californians tended to be willing to pay most for activities for which latent demands existed. However, their willingness to pay does not always match the activities for which Californians believe public support should be rendered. For example, Californians think that public support for use of grass areas and play equipment should be high but are only moderately willing to pay for these activities. Alternatively, public support of driving for pleasure is low but respondents are moderately willing to pay for this activity. In short, there are differences between what Californians think should be supported by government and what they are willing to support.

Table 13

NEEDS ASSESSMENT

<u>Activity</u>	<u>Level</u>	<u>Activity</u>	<u>Level</u>
01 Walking	<u>1</u>	23 Beach activities, including sunning and games	<u>3</u>
02 Trail hiking	<u>1</u>	24 Swimming (in outdoor pools)	<u>4</u>
03 Bicycling (on paved surfaces)	<u>2</u>	25 Swimming in lakes, rivers, and the ocean	
04 Mountain biking (not on paved surfaces)	<u>9</u>	(not in pools)	<u>4</u>
05 Jogging and running	<u>8</u>	26 Surfing	<u>9</u>
06 Driving a car for pleasure	<u>8</u>	27 Sailboating and windsurfing	<u>9</u>
07 Horseback riding	<u>4</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>9</u>
08 Hunting	<u>9</u>	29 Power boating	<u>9</u>
09 Camping in developed sites with tent or vehicle	<u>1</u>	30 Water skiing	<u>9</u>
10 Camping in primitive areas and backpacking	<u>1</u>	31 Fishing - saltwater	<u>9</u>
11 Mountain climbing	<u>9</u>	32 Fishing - freshwater	<u>1</u>
12 General nature study, wildlife viewing	<u>1</u>	33 Downhill (Alpine) skiing	<u>9</u>
13 Use of open grass or turf areas for casual and		34 Cross-country skiing	<u>9</u>
unstructured activities, like games, sitting,		35 Other non-mechanized winter sports activities -	
sunning	<u>2</u>	sledding, snow play, ice skating	<u>9</u>
14 Use of play equipment, tot-lots	<u>2</u>	36 Snowmobiling	<u>9</u>
15 Picnicking in developed sites	<u>1</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies	
16 Softball and baseball	<u>9</u>	used off paved roads	<u>9</u>
17 Basketball	<u>9</u>	38 4-Wheel drive vehicles used off paved roads	<u>9</u>
18 Football	<u>9</u>	39 Attending outdoor cultural events, like	
19 Soccer	<u>9</u>	concerts, theater, etc., in outdoor	
20 Golf	<u>8</u>	settings	<u>4</u>
21 Tennis	<u>9</u>	40 Visiting museums, historic sites	<u>1</u>
22 Target shooting (including pistol and skeet)	<u>9</u>	41 Visiting zoos and arboretums	<u>4</u>
		42 Organized or guided walks or tours	<u>7</u>

Source: CIC Research, Inc., 1992.

Table 14

MOST IMPORTANT ACTIVITIES

Activity Number	Index Number	High/ Moderate Low	Activity Number	Index Number	High/ Moderate Low
01 Walking	<u>29.81</u>	High	23 Beach activities, including sunning and games	<u>11.86</u>	High
02 Trail hiking	<u>16.28</u>	High	24 Swimming (in outdoor pools)	<u>4.66</u>	Low
03 Bicycling (on paved surfaces)	<u>10.13</u>	High	25 Swimming in lakes, rivers, and the ocean (not in pools)		
04 Mountain biking (not on paved surfaces)	<u>2.79</u>	Low	26 Surfing	<u>7.39</u>	Moderate
05 Jogging and running	<u>5.10</u>	Moderate	27 Sailboating and windsurfing	<u>1.74</u>	Low
06 Driving for pleasure	<u>5.70</u>	Moderate	28 Kayaking, rowboating, canoeing, and rafting	<u>.58</u>	Low
07 Horseback riding	<u>4.89</u>	Low	29 Power boating	<u>1.08</u>	Low
08 Hunting	<u>5.65</u>	Moderate	30 Water skiing	<u>1.48</u>	Low
09 Camping in developed sites with tent or vehicle	<u>26.54</u>	High	31 Fishing - saltwater	<u>2.01</u>	Low
10 Camping in primitive areas and backpacking	<u>11.83</u>	High	32 Fishing - freshwater	<u>4.33</u>	Low
11 Mountain climbing	<u>.31</u>	Low	33 Downhill (Alpine) skiing	<u>11.00</u>	High
12 General nature study, wildlife viewing	<u>10.79</u>	High	34 Cross-country skiing	<u>2.72</u>	Low
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>10.13</u>	High	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>.70</u>	Low
14 Use of play equipment, tot-lots	<u>6.83</u>	Moderate	36 Snowmobiling	<u>.46</u>	Low
15 Picnicking in developed sites	<u>9.83</u>	Moderate	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>3.95</u>	Low
16 Softball and baseball	<u>4.55</u>	Low	38 4-Wheel drive vehicles used off paved roads	<u>1.77</u>	Low
17 Basketball	<u>.69</u>	Low	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings		
18 Football	<u>.70</u>	Low	40 Visiting museums, historic sites	<u>7.38</u>	Moderate
19 Soccer	<u>.42</u>	Low	41 Visiting zoos and arboreturns	<u>11.44</u>	High
20 Golf	<u>6.01</u>	Moderate	42 Organized or guided walks or tours	<u>7.76</u>	Moderate
21 Tennis	<u>2.29</u>	Low		<u>2.63</u>	Low
22 Target shooting (including pistol and skeet)	<u>3.48</u>	Low			

Source: CIC Research, Inc., 1992.

Table 15

GENERAL WILLINGNESS TO PAY

Activity Number	Index Number	High/ Moderate Low	Activity Number	Index Number	High/ Moderate Low
01 Walking	<u>20.03</u>	High	23 Beach activities, including sunning and games	<u>9.77</u>	Moderate
02 Trail hiking	<u>14.28</u>	High	24 Swimming (in outdoor pools)	<u>7.73</u>	Moderate
03 Bicycling (on paved surfaces)	<u>9.96</u>	High	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>7.82</u>	Moderate
04 Mountain biking (not on paved surfaces)	<u>4.82</u>	Low	26 Surfing	<u>1.84</u>	Low
05 Jogging and running	<u>3.56</u>	Low	27 Sailboating and windsurfing	<u>1.00</u>	Low
06 Driving for pleasure	<u>5.12</u>	Moderate	28 Kayaking, rowboating, canoeing, and rafting	<u>2.49</u>	Low
07 Horseback riding	<u>6.86</u>	Moderate	29 Power boating	<u>2.60</u>	Low
08 Hunting	<u>4.93</u>	Low	30 Water skiing	<u>1.99</u>	Low
09 Camping in developed sites with tent or vehicle	<u>24.26</u>	High	31 Fishing - saltwater	<u>3.24</u>	Low
10 Camping in primitive areas and backpacking	<u>12.31</u>	High	32 Fishing - freshwater	<u>13.03</u>	High
11 Mountain climbing	<u>1.80</u>	Low	33 Downhill (Alpine) skiing	<u>2.41</u>	Low
12 General nature study, wildlife viewing	<u>10.69</u>	High	34 Cross-country skiing	<u>1.11</u>	Low
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>7.42</u>	Moderate	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>.75</u>	Low
14 Use of play equipment, tot-lots	<u>5.90</u>	Moderate	36 Snowmobiling	<u>.89</u>	Low
15 Picnicking in developed sites	<u>10.63</u>	High	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>4.07</u>	Low
16 Softball and baseball	<u>3.42</u>	Low	38 4-Wheel drive vehicles used off paved roads	<u>2.44</u>	Low
17 Basketball	<u>1.32</u>	Low	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>9.35</u>	Moderate
18 Football	<u>.81</u>	Low	40 Visiting museums, historic sites	<u>11.67</u>	High
19 Soccer	<u>.83</u>	Low	41 Visiting zoos and arboreturns	<u>8.26</u>	Moderate
20 Golf	<u>6.03</u>	Moderate	42 Organized or guided walks or tours	<u>3.97</u>	Low
21 Tennis	<u>3.32</u>	Low			
22 Target shooting (including pistol and skeet)	<u>4.25</u>	Low			

Source: CIC Research, Inc., 1992.

Respondents were not only asked to list their five activities in order of preference but were also asked how much they were willing to pay for a high quality uncrowded day. Table 16 summarizes the results. As the table indicates, activities for which charges are normal tend to have average willingness to pay that mirrors those charges. For example, what respondents are willing to pay for downhill skiing appears to reflect lift ticket costs. However, there are a number of activities noted in Table 16 which do not normally require charges for which Californians appear willing to pay.

E. FUNDING

Californians were asked to express their support or opposition to a number of methods for funding public recreation areas and facilities. Table 17 summarizes their responses. As expected, increasing taxes on tobacco and alcoholic beverages had support. Roughly two-thirds of the respondents support or strongly supported increased taxes on tobacco and alcoholic beverages. Having a state or federal income tax check-off (51.8%) and using money from the state lottery (59.8%) also received support or strong support. Dedicating a portion of existing sales taxes received modest support (46.3%). Having a modest, e.g. 20%, increase in user fees received support from 36.1 percent and opposition from 42.3 percent. Apparently, Californians prefer methods for funding public recreation areas and facilities that do not directly impact the user or the general population.

F. PRIORITIES FOR SPENDING

A set of questions were asked to determine priorities for public spending changes for outdoor recreation in light of anticipated tight public budgets. Table 18 summarizes the findings. As the table indicates, Californians want increased spending for the protection and management of the area's natural and cultural resources (60.8%). Rehabilitating and modernizing existing facilities (57.4%) and basic maintenance of existing facilities (52.1%) also received majority support for increased spending. Acquiring additional land for recreation purposes (45.9%),

Table 16

**AVERAGE DOLLARS WILLING
TO PAY FOR A DAY'S WORTH
OF FIVE MOST IMPORTANT ACTIVITIES**

<u>Activity Number</u>	<u>Average Dollars/Day</u>	<u>Activity Number</u>	<u>Average Dollars/Day</u>
01 Walking	<u>\$1.84</u>	24 Swimming (in outdoor pools)	<u>\$2.84</u>
02 Trail hiking	<u>2.58</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>4.41</u>
03 Bicycling (on paved surfaces)	<u>1.98</u>	26 Surfing	<u>5.30</u>
04 Mountain biking (not on paved surfaces)	<u>2.89</u>	27 Sailboating and windsurfing	<u>16.96</u>
05 Jogging and running	<u>2.35</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>10.97</u>
06 Driving a car for pleasure	<u>5.25</u>	29 Power boating	<u>7.78</u>
07 Horseback riding	<u>13.60</u>	30 Water skiing	<u>9.74</u>
08 Hunting	<u>16.55</u>	31 Fishing - saltwater	<u>8.32</u>
09 Camping in developed sites with tent or vehicle	<u>10.08</u>	32 Fishing - freshwater	<u>6.17</u>
10 Camping in primitive areas and backpacking	<u>7.98</u>	33 Downhill (Alpine) skiing	<u>39.01</u>
11 Mountain climbing	<u>21.59</u>	34 Cross-country skiing	<u>8.48</u>
12 General nature study, wildlife viewing	<u>4.30</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>5.81</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>3.99</u>	36 Snowmobiling	<u>8.84*</u>
14 Use of play equipment, tot-lots	<u>2.31</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>8.09</u>
15 Picnicking in developed sites	<u>5.11</u>	38 4-Wheel drive vehicles used off paved roads	<u>7.86</u>
16 Softball and baseball	<u>6.03</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>10.86</u>
17 Basketball	<u>1.46</u>	40 Visiting museums, historic sites	<u>5.70</u>
18 Football	<u>5.88</u>	41 Visiting zoos and arboretums	<u>7.43</u>
19 Soccer	<u>3.17*</u>	42 Organized or guided walks or tours	<u>7.10</u>
20 Golf	<u>18.15</u>		
21 Tennis	<u>4.29</u>		
22 Target shooting (including pistol and skeet)	<u>8.65</u>		
23 Beach activities, including sunning and games	<u>4.70</u>		

*Estimated expenditure not significantly different from zero at the 95 percent level of confidence.

Source: CIC Research, Inc., 1992.

Table 17
FUNDING PARK AND RECREATION AREAS

	Strongly Oppose					Strongly Support				
	1	2	3	4	5	1	2	3	4	5
a. Having a state and/or federal income tax check-off for parks, and recreation purposes.	18.2%	9.5%	20.5%	16.2%	35.6%					
b. Using money from the state lottery.	19.2	6.0	15.0	12.8	47.0					
c. Having a state and/or federal tax on the extraction of natural resources such as oil, gravel, and timber.	24.3	9.6	23.3	15.0	27.8					
d. Increasing the tax on tobacco products.	18.3	5.9	8.6	8.1	59.0					
e. Increasing the tax on alcoholic beverages.	17.5	7.6	10.2	12.2	52.5					
f. Having a modest (no more than 20%) increase in user fees at parks and outdoor recreation areas.	28.8	13.5	21.6	16.1	20.0					
g. Dedicating a portion of the existing sales tax.	18.9	11.5	23.2	17.5	28.8					

Source: CIC Research, Inc., 1992.

Table 18
SPENDING CHANGES

Category	Increased Spending	Remain the Same	Decreased Spending
a. Acquire additional land for recreation purposes.	45.9%	39.4%	14.6%
b. Basic maintenance of existing facilities (painting, small repairs, etc.).	52.1	43.9	4.1
c. Providing educational and activity programs for visitors.	45.7	40.8	13.5
d. Building new facilities.	41.3	38.9	19.8
e. Rehabilitating and modernizing existing facilities.	57.4	35.5	7.1
f. Protection and management of the area's natural and cultural resources.	60.8	35.3	3.8

Source: CIC Research, Inc., 1992.

providing educational and activity programs for visitors (45.7%) and building new facilities (41.3%) did not receive majority support for increased spending. Californian's priorities appear to focus on existing conditions rather than expanded conditions for outdoor recreation areas and facilities.

In addition, Californians were asked a series of questions to determine their attitudes concerning changes to park and recreation facilities and services. Table 19 provides the results for the ten statements which are expressed as increases or expansions. The strongest approval was found for the construction of more simple campgrounds with picnic tables, cold water, and restrooms (80% approved or strongly approved). Californians also approve of developing more horseback riding, hiking and/or mountain biking where no motorized vehicles are allowed (73.7%). However, providing more areas for the legal use of off-highway vehicles was disapproved by 42.7 percent. Strongest disapproval was found for providing more commercial hotels, motels, restaurants, shops, gas stations within public parks and outdoor recreation areas (58.2%).

G. MISCELLANEOUS

In addition to the major subjects discussed above, Californians were asked to provide their opinions on subjects that are important to public park and recreation administrators and decision makers. The subjects which were considered focused on the privatizing of public park and recreation areas, factors influencing enjoyment of the outdoors, and open-ended comments.

1. Private Business Involvement

Table 20 summarizes the public's opinion about the role of the private sector in providing services in park and recreation areas. As the table indicates, a majority of Californians approve of privatization in terms of sale of ready-to-eat food and beverages, sponsorship of contests, races and special events, and the maintenance of facilities and grounds. Respondents were less definitive about private firms providing guided nature walks and patrol/law enforcement activities. However, the majority of Californians do not believe that a private firm should undertake the total operation and management of park or recreation areas.

Table 19

**ATTITUDES TOWARD CHANGES
TO PARK AND RECREATION
FACILITIES AND SERVICES**

Statement	Strongly Disapprove	Disapprove	Neutral	Approve	Strongly Approve
a. Providing more educational programs and services in park and outdoor recreation areas.	3.1%	5.2%	31.0%	29.9%	30.8%
b. Construction of more simple campgrounds with picnic tables, cold water, and restrooms.	1.6	1.8	16.6	33.6	46.4
c. Construction of more campgrounds that are intensely developed and have hot showers, including some campsites (for which there is an extra fee) with hook-ups for electricity and water.	13.5	12.5	24.8	21.9	27.3
d. Developing more local community parks.	2.8	5.4	22.5	34.0	35.2
e. Providing more commercial hotels, motels, restaurants, shops, gas stations within public park and outdoor recreation areas.	31.1	27.1	28.2	7.2	6.4
f. Providing stronger enforcement of laws and regulations which deal with public use and behavior in parks and recreation areas.	3.0	6.6	22.8	24.8	42.8
g. Providing more areas for the legal use of off-road vehicles such as motorcycles, dune buggies, 4-wheel drive vehicles, and all-terrain vehicles.	28.7	14.0	20.6	18.4	18.3
h. Developing more horseback riding, hiking, and/or mountain biking where no motorized vehicles are allowed.	3.3	4.9	18.1	33.9	39.8
i. An increase in the number of wilderness type areas where no vehicles or developments are allowed.	5.5	6.2	19.9	25.3	43.2
j. Providing more open space in urban areas.	1.7	4.7	27.3	26.7	39.5

Source: CIC Research, Inc., 1992.

Table 20

**PRIVATIZING PUBLIC PARK
AND RECREATION AREAS**

Category	Provided by Private Firm		
	Yes	No	No Opinion
a. Sale of ready-to-eat food and beverages	63.9%	21.2%	14.9%
b. Sponsorship of contests, races and special events	51.9	25.8	22.2
c. Maintenance of facilities and grounds	54.5	27.4	18.1
d. Patrol and law enforcement duties	39.6	42.7	17.7
e. Providing guided nature walks, educational activities	46.1	32.0	21.9
f. Undertaking the total operation and management of the park or recreation area	18.0	62.5	19.5

Source: CIC Research, Inc., 1992.

2. Factors Influencing Enjoyment

Californians were asked to consider what activity was the most important to them from the list of 42 activities. Then they were asked to determine the degree of importance for 15 factors for the last time they participated in that activity. Table 21 summarizes the results. The factor considered very important to 84.7 percent was being in the outdoors. Getting away from crowded situations, relaxing, and releasing and reducing tension were also very important for enjoyment. Meeting new people and achieving spiritual fulfillment appears to be the least important factors for Californians for enjoyment of their most important activity.

3. Open Ended Questions

In the mail survey, respondents were asked for any additional comments about the public parks and outdoor recreation areas and facilities which exist today in California. Of the 528 households responding to the survey, 273 definable comments were made. Needless to say, the comments may not reflect the attitude and opinions of Californians as a whole since so few chose to respond.

However, the purpose of asking for comments was to determine or identify issues which may have not been directly addressed formally in the telephone and/or mail survey. Based on the past survey and the current survey, a codebook was developed by the Department of Parks and Recreation staff. This extensive effort categorized comments into six major categories: (1) environment and recreational values, (2) acquisition and development of park and recreation areas, (3) maintenance of park and recreation areas and facilities, (4) operation and maintenance of park and recreation areas, (5) funding and financing, and (6) off-highway motor vehicle recreation. The code book categorized comments as positive or negative ones.

Table 22 identifies the results of the comment summary effort. Roughly 55 percent of the comments were positive while the remaining 45 percent were negative. As one can see from the table, most issues had essentially been covered in the telephone or mail questionnaire. Because of nonresponse, Table 22 should be viewed cautiously since it may not reflect the opinions and attitudes of all Californians.

Table 21

**FACTORS INFLUENCING ENJOYMENT
OF MOST IMPORTANT ACTIVITY**

Factor	Not Important	Somewhat Important	Very Important
Being in the outdoors	1.9	13.4	84.7%
Getting away from crowded situations	5.7	18.0	76.3
Relaxing	2.8%	22.4%	74.8
Releasing or reducing tension	4.0	21.6	74.5
Quality of the natural setting	3.1	25.8	71.2
Being with family and friends	7.7	21.3	71.1
Beauty of the area	2.3	27.0	70.7
Having a change from daily routine	4.2	28.8	67.0
Doing something your youth enjoyed	21.0	17.1	61.9
Feeling in harmony with nature	10.1	28.2	61.7
Keeping fit and healthy	10.5	30.5	59.0
Availability of facilities	8.3	33.7	58.0
Experiencing challenge and excitement	20.4	34.2	45.4
Achieving spiritual fulfillment	29.7	31.1	39.2
Meeting new people	44.0	35.1	20.9

Source: CIC Research, Inc., 1992.

Table 22

COMMENTS FROM MAIL SURVEY

Individual Comment Categories	Percent of all Comments	
	Positive	Negative
A. Environmental and Recreational Values		
1. Preservation and protection of natural areas, open space, scenery, and wild plants and animals.	4.3%	1.1%
2. Parks and recreation areas and programs and opportunities.	9.5	---
3. Clean air and water.	---	.2
4. Wilderness.	.4	---
B. Acquisition and Development of Park and Recreation Areas.		
1. Acquire more, new parks near urban areas, close to home.	4.2	---
2. Acquire more parks near coast.	.2	---
3. Acquire more parks in all other areas.	1.6	.4
4. Acquire, preserve more wild land.	1.7	1.0
5. Acquire, preserve more open space near urban areas.	.9	---
6. Develop more facilities near urban areas, close to home.	2.6	---
7. Develop more facilities near the coast.	.3	---
8. Develop more facilities for handicapped people.	.4	---
9. Develop more facilities for camping.	5.2	---
10. Develop more facilities for recreational vehicle (RV) camping.	.2	.9
11. Develop more facilities with low density development.	.1	.2
12. Develop more facilities in general or not specified above.	6.0	1.4
13. Develop more facilities at historic sites.	.7	---
C. Maintenance of Park and Recreation Areas and Facilities.		
1. Maintenance/condition of restrooms.	.1	3.0
2. Maintenance/condition of other developed facilities.	---	1.4
3. Maintenance/condition of grounds, lawn, and plantings.	.5	.2
4. Maintenance/condition in general.	2.3	1.9
5. Litter.	---	1.3
6. Vandalism.	---	.6
D. Operation and Maintenance of Park and Recreation Areas.		
1. Personal safety-fear of crime.	---	3.0
2. Personal safety-other safety problems.	---	.4
3. Crowding of park/facilities.	---	7.7
4. Noise, commotion.	---	1.8
5. Reservation system.	---	1.6
6. Enforcement of rules and regulations.	5.0	1.1

Table 23

PARTICIPATION BY YOUTH

<u>Item</u>	<u>Prevalence</u> <u>%</u>	<u>Item</u>	<u>Prevalence</u> <u>%</u>
01 Walking	<u>89.5</u>	23 Beach activities, including sunning and games	<u>81.8</u>
02 Trail hiking	<u>67.0</u>	24 Swimming (in outdoor pools)	<u>85.7</u>
03 Bicycling (on paved surfaces)	<u>89.5</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>70.9</u>
04 Mountain biking (not on paved surfaces)	<u>28.5</u>	26 Surfing	<u>14.5</u>
05 Jogging and running	<u>81.1</u>	27 Sailboating and windsurfing	<u>10.1</u>
06 Driving a car for pleasure	<u>18.8</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>27.3</u>
07 Horseback riding	<u>29.9</u>	29 Power boating	<u>26.8</u>
08 Hunting	<u>9.2</u>	30 Water skiing	<u>13.2</u>
09 Camping in developed sites with tent or vehicle	<u>57.8</u>	31 Fishing - saltwater	<u>25.8</u>
10 Camping in primitive areas and backpacking	<u>30.2</u>	32 Fishing - freshwater	<u>46.8</u>
11 Mountain climbing	<u>29.5</u>	33 Downhill (Alpine) skiing	<u>22.4</u>
12 General nature study, wildlife viewing	<u>69.2</u>	34 Cross-country skiing	<u>3.6</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>93.2</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>58.6</u>
14 Use of play equipment, tot-lots	<u>73.6</u>	36 Snowmobiling	<u>2.5</u>
15 Picnicking in developed sites	<u>83.4</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>22.0</u>
16 Softball and baseball	<u>79.0</u>	38 4-Wheel drive vehicles used off paved roads	<u>14.8</u>
17 Basketball	<u>80.1</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>67.3</u>
18 Football	<u>55.2</u>	40 Visiting museums, historic sites	<u>80.9</u>
19 Soccer	<u>55.1</u>	41 Visiting zoos and arboretums	<u>71.0</u>
20 Golf	<u>30.7</u>	42 Organized or guided walks or tours	<u>55.1</u>
21 Tennis	<u>47.0</u>		
22 Target shooting (including pistol and skeet)	<u>24.2</u>		

Source: CIC Research, Inc., 1992.

Table 24

AVERAGE ACTIVITY DAYS FOR YOUTH STATEWIDE

<u>Item</u>	<u>Number of Days</u>	<u>Item</u>	<u>Number of Days</u>
01 Walking	<u>94.7</u>	23 Beach activities, including sunning and games	<u>11.0</u>
02 Trail hiking	<u>7.4</u>	24 Swimming (in outdoor pools)	<u>27.7</u>
03 Bicycling (on paved surfaces)	<u>61.0</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>8.5</u>
04 Mountain biking (not on paved surfaces)	<u>5.8</u>	26 Surfing	<u>2.1</u>
05 Jogging and running	<u>51.8</u>	27 Sailboating and windsurfing	<u>.5</u>
06 Driving for pleasure	<u>6.1</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>1.2</u>
07 Horseback riding	<u>3.0</u>	29 Power boating	<u>1.8</u>
08 Hunting	<u>.6</u>	30 Water skiing	<u>1.0</u>
09 Camping in developed sites with tent or vehicle	<u>2.5</u>	31 Fishing - saltwater	<u>2.3</u>
10 Camping in primitive areas and backpacking	<u>1.5</u>	32 Fishing - freshwater	<u>4.7</u>
11 Mountain climbing	<u>1.2</u>	33 Downhill (Alpine) skiing	<u>1.5</u>
12 General nature study, wildlife viewing	<u>8.5</u>	34 Cross-country skiing	<u>.2</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>57.5</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>3.1</u>
14 Use of play equipment, tot-lots	<u>34.9</u>	36 Snowmobiling	<u>.1</u>
15 Picnicking in developed sites	<u>8.3</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>4.1</u>
16 Softball and baseball	<u>26.0</u>	38 4-Wheel drive vehicles used off paved roads	<u>1.2</u>
17 Basketball	<u>37.4</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>5.2</u>
18 Football	<u>15.9</u>	40 Visiting museums, historic sites	<u>5.5</u>
19 Soccer	<u>17.0</u>	41 Visiting zoos and arboretums	<u>3.3</u>
20 Golf	<u>2.7</u>	42 Organized or guided walks or tours	<u>2.4</u>
21 Tennis	<u>6.3</u>		
22 Target shooting (including pistol and skeet)	<u>2.5</u>		

Source: CIC Research, Inc., 1992.

3. Youth's Participation Days

If all of California's 8- to 17- year-olds participate in outdoor activities like the survey sample, the results would be estimated by Table 25. California's youth appear to spend a substantial amount of time outdoors. Walking alone accounts for almost one-half billion days for California youth. In total, Table 25 indicates that California youth spend 2.4 billion days in the 42 activities noted. This level is roughly equivalent to the total estimated days for California adults.

4. Youth's Favorite Outdoor Activities

Youth were also asked to list their five favorite outdoor activities which may not necessarily be the ones they do the most often. From the 2,683 responses noted, the following were determined to be their favorites:

- Softball and baseball
- Basketball
- Swimming
- Beach activities

Needless to say, youth have a somewhat different opinion from their adult counterparts.

5. Youth's Outdoor Groups

Surveyed youth were asked to note which outdoor organizations, clubs or groups they have joined. Table 26 summarizes their answers. As the table indicates, organized community sports leagues (39.6%) lead the way followed by school sport teams (38.6%) and church youth groups (34.6%).

6. Youth's Perceived Outdoor Problems

Youth were asked to indicate problems in parks that deter them from having a good time. Table 27 notes that of the eight possible problems listed, five did not appear to be a problem for the majority of youth. However, 28 percent indicated that sufficient nature areas and organized nature activities near their home represented a big problem. Gangs and drugs appear to be a problem perceived by 41.9 percent of the youth. In addition, a majority indicated that parks were crowded and littered causing a problem for their enjoyment.

Table 25

**ESTIMATED TOTAL PARTICIPATION
DAYS FOR YOUTH SURVEY
(Million)**

<u>Item</u>	<u>Number of Days</u>	<u>Item</u>	<u>Number of Days</u>
01 Walking	<u>453.5</u>	23 Beach activities, including sunning and games	<u>58.6</u>
02 Trail hiking	<u>26.6</u>	24 Swimming (in outdoor pools)	<u>148.0</u>
03 Bicycling (on paved surfaces)	<u>292.2</u>	25 Swimming in lakes, rivers, and the ocean (not in pools)	<u>46.7</u>
04 Mountain biking (not on paved surfaces)	<u>8.8</u>	26 Surfing	<u>1.7</u>
05 Jogging and running	<u>224.8</u>	27 Sailboating and windsurfing	<u>.3</u>
06 Driving a car for pleasure	<u>6.1</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>6.4</u>
07 Horseback riding	<u>4.8</u>	29 Power boating	<u>9.6</u>
08 Hunting	<u>.3</u>	30 Water skiing	<u>5.8</u>
09 Camping in developed sites with tent or vehicle	<u>7.8</u>	31 Fishing - saltwater	<u>3.2</u>
10 Camping in primitive areas and backpacking	<u>2.4</u>	32 Fishing - freshwater	<u>11.7</u>
11 Mountain climbing	<u>1.8</u>	33 Downhill (Alpine) skiing	<u>.8</u>
12 General nature study, wildlife viewing	<u>31.3</u>	34 Cross-country skiing	<u>.0</u>
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	<u>286.7</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>9.6</u>
14 Use of play equipment, tot-lots	<u>186.9</u>	36 Snowmobiling	<u>.1</u>
15 Picnicking in developed sites	<u>37.0</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>4.8</u>
16 Softball and baseball	<u>110.1</u>	38 4-Wheel drive vehicles used off paved roads	<u>1.0</u>
17 Basketball	<u>160.2</u>	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	<u>18.9</u>
18 Football	<u>85.4</u>	40 Visiting museums, historic sites	<u>23.8</u>
19 Soccer	<u>50.0</u>	41 Visiting zoos and arboretums	<u>12.4</u>
20 Golf	<u>14.7</u>	42 Organized or guided walks or tours	<u>7.2</u>
21 Tennis	<u>33.6</u>		
22 Target shooting (including pistol and skeet)	<u>2.9</u>		

Source: CIC Research, Inc., 1992.

Table 26

**BELONGING TO OUTDOOR GROUPS
YOUTH SURVEY**

Group	Yes	No
1. Any school sports team which plays against teams from other schools	38.6%	61.4%
2. Boy scouts, girl scouts, brownies, campfire girls, cub scouts, bluebirds or explorer scouts	21.9	78.1
3. Any private tennis, golf, swim or health club	23.4	76.6
4. Little league, Pop Warner, police athletic league or other community sport league	39.6	60.4
5. Church youth groups, YMCA, YWCA	34.6	65.4
6. Youth sports league sponsored by your city	27.7	72.3
7. Community center or recreation center activity clubs, boys' clubs, girls' clubs	19.8	80.2
8. 4-H club, FFA	2.6	97.4
9. Hiking or nature study club	10.3	89.7
10. Other	11.0	89.0

Source: CIC Research, Inc., 1992.

Table 27

YOUTH'S PERCEIVED OUTDOOR PROBLEMS

Possible Problems	Not a Problem For Me	Sometimes a Problem For Me	A Big Problem For Me
1. The parks I go to are too crowded when I want to use them.	45.0%	50.0%	5.0%
2. The parks I want to use aren't safe to play in because of gangs or drugs.	58.2	26.0	15.9
3. The play equipment I want to use in parks is broken, worn out or missing.	55.3	36.5	8.2
4. There aren't enough organized activity programs or teams for me to join.	64.5	21.0	14.5
5. There aren't enough parks near my home.	64.2	17.1	18.7
6. The parks I go to don't have play equipment or other kinds of facilities that I like.	50.0	35.3	14.7
7. There aren't enough nature areas and organized nature activities near my home.	42.1	29.8	28.0
8. The parks aren't fun to use because of trash, broken glass or dog droppings where I want to play.	43.8	37.4	18.7

Source: CIC Research, Inc., 1992.

I. CONCLUSIONS

Californians may be characterized as individuals who believe outdoor recreation areas and facilities are important to their quality of life and who are fairly satisfied with their current outdoor opportunities. These individuals prefer natural and undeveloped areas among the broad range of categories. Californians participated in a wide range of outdoor activities with varying levels of intensity. In 1991, Californians spent 2.2 billion household participation days in outdoor activities.

California youth were also quite active outdoors. Their favorite activities included softball/baseball, bicycling, basketball, swimming and beach activities. Together they spent an estimated 2.4 billion days in outdoor activities.

APPENDIX A

**TELEPHONE SURVEY WITH
UNWEIGHTED* SUMMARY STATISTICS**

*Reflects characteristics of the survey sample but not necessarily the characteristics of the California population as a whole.

CALIFORNIA OUTDOOR RECREATION TELEPHONE SURVEY

Hello. My name is _____ and I'm conducting a short survey for a group of state and federal recreation agencies regarding outdoor recreation areas and facilities. I'm not selling anything. Are you the man/woman of the house? (IF YES, CONTINUE. IF NO, ASK TO SPEAK TO ONE AND REPEAT INTRO, ARRANGE CB IF NECESSARY.) Co. _____

This survey will take approximately 5 minutes. When answering the following questions, please remember we are talking about any and all public outdoor recreation areas, parklands, and facilities. These public areas that we are concerned with can be large or small, located anywhere within California. They can be operated by any city, county, state or federal government. They may be highly developed urban and suburban sites or undeveloped rural areas such as forest lands or deserts. Now, with all this in mind, let me start with a few basic questions.

Q1. On a scale of 1 to 5, where 1 means not at all important and 5 means very important, how important are public outdoor recreation areas and facilities to you and the quality of your life?

n=2001

<u>Not at all Important</u>				<u>Very Important</u>	<u>DK</u>
5.8%	4.5%	14.1%	21.9%	53.6%	9

1 _____

Q2. On a scale of 1 to 5, where 1 means not at all satisfied and 5 means very satisfied, how would you rate your satisfaction with the public outdoor recreation areas and facilities currently available to you in California? n=1932

<u>Not at all Satisfied</u>				<u>Very Satisfied</u>	<u>DK</u>
4.7%	9.7%	35.6%	30.3%	19.7%	9

2 _____

Q3. If you have lived in California for five years or more, how would you compare the condition and operation of public outdoor recreation areas and facilities in California today with five years ago? Would you say that today they are.....? (READ CHOICES) n=1851

<u>24.2%</u> Better than,	<u>9</u> DK (DO NOT READ)
<u>34.1%</u> The same as, or	<u>6.5%</u> Haven't lived here for five years
<u>34.2%</u> Not as good as they were five years ago?	(DO NOT READ)

3 _____

Q4. Do you spend more time, about the same amount of time or less time in outdoor recreation activities now than you did 5 years ago? n=1980

<u>30.9%</u> More time	<u>42.0%</u> Less time
<u>27.2%</u> About the same	<u>9</u> DK (DO NOT READ)

4 _____

Q5. Most of the government agencies that provide outdoor recreation areas and facilities will be facing tight budgets during the next few years. With this in mind, do you think spending should be increased, remain the same, or be decreased for each of the following programs? (READ LIST, ROTATE)

		<u>Increased Spending</u>	<u>Remain the Same</u>	<u>Decreased Spending</u>	<u>DK</u>
a. Acquire additional land for recreation purposes	n=966	44.5%	39.4%	16.0%	9
b. Basic maintenance of existing facilities (painting, small repairs, etc.)	n=981	47.9	48.6	3.5	9
c. Providing educational and activity programs for visitors	n=966	38.9	45.4	15.6	9
d. Building new facilities.	n=975	36.6	42.6	20.8	9
e. Rehabilitating and modernizing existing facilities.	n=976	51.7	40.4	7.9	9
f. Protection and management of the area's natural and cultural resources.	n=982	59.4	36.4	4.3	9

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

Q6. With government agencies facing more restricted budgets, some new sources of money have been suggested for funding the acquisition, development, and day-to-day operation of public recreation area and facilities. Once again using a scale of 1 to 5, where 1 means strongly oppose and 5 means strongly support, how would you rate the following suggestions for obtaining new funding for public park and recreation areas? **(READ LIST. ROTATE)**

		Strongly Oppose			Strongly Support	DK	
a. Having a state and/or federal income tax check-off for parks, and recreation purposes.	n=955	20.9%	8.4%	20.0%	15.8%	34.9%	9
b. Using money from the state lottery.	n=983	24.3	6.1	14.2	12.2	43.1	9
c. Having a state and/or federal tax on the extraction of natural resources such as oil, gravel, and timber.	n=946	25.9	10.9	22.1	14.3	26.9	9
d. Increasing the tax on tobacco products.	n=991	19.3	6.4	9.7	8.7	56.0	9
e. Increasing the tax on alcoholic beverages	n=998	18.2	7.8	10.1	13.2	50.6	9
f. Having a modest (no more than 20%) increase in user fees at parks and outdoor recreation areas.	n=982	30.9	13.1	22.8	15.2	18.0	9
g. Dedicating a portion of the existing sales tax.	n=971	21.6	11.4	23.7	16.3	27.0	9

Q7. What is the highest grade or level of education you have completed? **(READ IF NECESSARY)**

n=2016

<u>5.8%</u> Less than high school graduate	<u>24.0%</u> College graduate	
<u>23.2%</u> High school graduate	<u>13.6%</u> Graduate degree	
<u>33.5%</u> Some college/technical training	<u>9</u> (DK/REFUSED-DO NOT READ)	

Q8. Which of the following best describes your household?

n=1948

<u>22.5%</u> Single person(s), no youth under 18 at home	<u>33.8%</u> Couple, with youth under 18 at home	
<u>27.9%</u> Couple, no youth under 18 at home	<u>8.9%</u> More than two adults	
<u>6.9%</u> Single persons(s), with youth under 18 at home	<u>9</u> DK	

Q9. Including yourself, how many persons live in your household? 2.9 Persons

n=2015

Q10. How many of those are.... **(READ CATEGORIES, PUT NUMBER IN BLANKS)**

Number	Number
n=2010 <u>18.3%</u> Under 6 years (21)	n=2005 <u>20.2</u> 36 to 40 years (27)
n=2008 <u>22.0</u> 6 to 12 years (22)	n=2005 <u>27.6</u> 41 to 50 years (28)
n=2010 <u>15.5</u> 13 to 17 years (23)	n=2005 <u>22.2</u> 51 to 64 years (29)
n=2006 <u>21.4</u> 18 to 25 years (24)	n=2005 <u>13.1</u> 65 to 74 years (30)
n=2006 <u>16.9</u> 26 to 30 years (25)	n=2005 <u>5.5</u> 75 years or over (31)
n=2006 <u>16.9</u> 31 to 35 years (26)	

Q11. **(IF RESPONDENT'S AGE IS NOT OBVIOUS, ASK:)** Which one of those includes your age? 32
(CIRCLE CATEGORY ABOVE)

Q12. Which of the following categories includes your total annual income for all members of your household before taxes? Is it.... (READ CHOICES) n=1757

<u>7.4%</u> Under \$10,000	<u>14.2%</u> \$40,000 to \$49,999
<u>14.5%</u> \$10,000 to \$19,999	<u>17.0%</u> \$50,000 to \$74,999, or
<u>16.5%</u> \$20,000 to \$29,999	<u>13.8%</u> \$75,000 or over
<u>16.6%</u> \$30,000 to \$39,999	<u>9</u> (REFUSED - DO NOT READ)

33 _____

Q13. Which of the following racial or ethnic backgrounds best describes your household? Is it.... (READ CHOICES) n=1997

<u>7.8%</u> Mexican-American	<u>1.4%</u> American Indian
<u>2.7%</u> Other Hispanic, e.g., Central America	<u>1.7%</u> Other
<u>73.3%</u> Caucasian/White	<u>6.2%</u> (MIXED - DO NOT READ)
<u>3.1%</u> Black/Afro-American	<u>9</u> (REFUSED - DO NOT READ)
<u>3.8%</u> Asian (including Pacific Islanders)	

34 _____

Q14. Last question. What is your ZIP Code? _____

35 _____

We'd like to send you a brief follow-up questionnaire with more questions concerning outdoor recreation issues, which you can fill out and mail back to us. In return for your doing this, we'll send you a selection of informative and useful publications from our state and federal parks and outdoor recreation agencies. These materials will help you plan your future weekend and vacation trips. Would you be willing to participate in this follow-up survey? (IF YES, WRITE NAME AND ADDRESS BELOW. IF NO, WRITE "REFUSED" BELOW)

Thank you very much for your time and cooperation!

(INTERVIEWER - RECORD SEX OF RESPONDENT:)

1 Male 2 Female

36 _____

Name _____

Address _____

City _____

ZIP _____

APPENDIX B

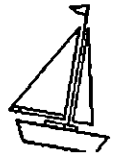
**MAIL SURVEY WITH
UNWEIGHTED* SUMMARY STATISTICS**

*Reflects characteristics of the survey sample but not necessarily the characteristics of the California population as a whole.

OUTDOOR

RECREATION

QUESTIONNAIRE



1. The following is a list of statements concerning outdoor recreation lands and facilities in California. For each statement, indicate the degree to which you agree or disagree with it.

		Strongly Disagree	Moderately Disagree	Neither Agree Nor Disagree	Moderately Agree	Strongly Agree
a. There are enough outdoor recreation areas and facilities available that are convenient for me.	n=527	9.9%	24.1%	11.4%	38.1%	16.5%
b. More outdoor recreation areas and facilities are needed <u>in or near large cities</u> .	n=525	3.4	8.6	18.7	36.6	32.8
c. Protection of the natural environment is an important aspect of outdoor recreation areas.	n=528	1.9	.9	3.4	17.0	76.7
d. Outdoor recreation areas and facilities in California are often too crowded when I want to use them.	n=527	1.9	7.8	20.3	36.8	33.2
e. Recreational facilities and programs for special populations such as the elderly, the very poor or disabled people should be increased.	n=526	4.6	8.2	27.0	36.1	24.1
f. Outdoor recreation areas and programs help to reduce crime and juvenile delinquency in my community.	n=524	6.1	11.3	34.0	27.9	20.8
g. Outdoor recreation areas and facilities improve a community's "quality of life."	n=525	1.1	1.3	6.7	32.8	58.1
h. Outdoor recreation areas and facilities attract undesirable people and activities.	n=526	19.6	29.8	28.5	18.6	3.4
i. Outdoor recreation areas and facilities can create jobs and spending in the community, helping its economy.	n=527	.9	4.7	21.8	50.1	22.4
j. Outdoor recreation areas and facilities should be used to promote tourism.	n=527	8.0	16.9	25.2	35.1	14.8
k. Outdoor recreation areas and facilities increase the value of nearby commercial and residential property.	n=527	1.1	5.1	31.1	42.7	19.9
l. There should be better regulation of behavior, rules and laws in parks and outdoor recreation areas, which would make my experience more comfortable and safe.	n=526	3.2	6.5	28.9	28.9	32.5
m. The <u>federal</u> government should continue to give financial assistance to local and state governments for parks and outdoor recreation areas.	n=526	4.2	4.6	9.3	31.0	51.0
n. The <u>state</u> government should continue to give financial aid to local governments for outdoor recreation.	n=527	2.1	2.5	8.3	34.2	52.9
o. The quality of the natural setting is an important factor in my enjoyment of outdoor recreation areas.	n=526	1.1	1.0	4.2	29.1	64.6
p. Wetlands, such as estuaries and marshes, are of substantial ecological and recreational importance and should be protected by the government.	n=527	1.9	4.0	13.9	23.9	56.4
q. More campgrounds should be constructed that are intensely developed and have hot showers, including some campsites with hook-ups for electricity and water for which there would be an extra fee.	n=528	13.8	15.2	20.1	28.6	22.3

2. On a scale of 1 to 5, how would you rate your attitude toward the following proposed changes to the park and recreation facilities and services?

Facilities and Services?			Strongly Disapprove				Strongly Approve
a.	Providing more educational programs and services in park and outdoor recreation areas.	n=527	3.2%	5.3%	30.4%	35.1%	26.0%
b.	Construction of more simple campgrounds with picnic tables, cold water, and restrooms.	n=527	1.9	2.3	18.0	38.7	39.1
c.	Construction of more campgrounds that are intensely developed and have hot showers, including some campsites (for which there is an extra fee) with hook-ups for electricity and water.	n=524	15.5	15.8	24.0	22.1	22.5
d.	Developing more local community parks.	n=524	2.7	5.2	21.4	36.1	34.7
e.	Providing more commercial hotels, motels, restaurants, shops, gas stations within public park and outdoor recreation areas.	n=523	37.7	25.8	23.7	7.6	5.2
f.	Providing stronger enforcement of laws and regulations which deal with public use and behavior in parks and recreation areas.	n=525	3.0	6.5	24.6	25.7	40.2
g.	Providing more areas for the legal use of off-road vehicles such as motorcycles, dune buggies, 4-wheel drive vehicles, and all-terrain vehicles.	n=526	33.1	14.3	20.2	17.3	15.2
h.	Developing more horseback riding, hiking, and/or mountain biking where no motorized vehicles are allowed.	n=525	4.0	4.4	16.4	33.3	41.9
i.	An increase in the number of wilderness type areas where no vehicles or developments are allowed.	n=524	5.9	4.8	20.4	25.0	43.9
j.	Providing more open space in urban areas.	n=524	1.5	3.8	24.8	29.2	40.6

In the box below, we have listed 42 outdoor recreation activities that are most commonly enjoyed by Californians. Please read through this list and then answer Questions 3A - 3F by referring to this list.

3A. For each activity, please give us your best estimate of the total number of days during which you participated in that activity during the last 12 months. Include even those days when you did the activity for only a short period of time. Write your estimates on the line to the right of each activity. If you did not do an activity at all, leave the line blank.

For this question (3A) only, please count ALL of your outdoor recreation activities, including those which take place at PRIVATE facilities as well as at PUBLIC facilities.

Activity Number	Number of Days	Activity Number	Number of Days
01 Walking	109.5	23 Beach activities, including sunning and games	15.6
02 Trail hiking	11.5	24 Swimming (in outdoor pools)	13.6
03 Bicycling (on paved surfaces)	23.0	25 Swimming in lakes, rivers, and the ocean (not in pools)	10.5
04 Mountain biking (not on paved surfaces)	4.9	26 Surfing	1.9
05 Jogging and running	19.2	27 Sailboating and windsurfing	.9
06 Driving for pleasure	28.7	28 Kayaking, rowboating, canoeing, and rafting	1.9
07 Horseback riding	4.6	29 Power boating	3.6
08 Hunting	3.4	30 Water skiing	1.7
09 Camping in developed sites with tent or vehicle	8.5	31 Fishing - saltwater	2.9
10 Camping in primitive areas and backpacking	4.0	32 Fishing - freshwater	8.6
11 Mountain climbing	2.1	33 Downhill (Alpine) skiing	2.4
12 General nature study, wildlife viewing	17.8	34 Cross-country skiing	.8
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	22.8	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	1.6
14 Use of play equipment, tot-lots	10.6	36 Snowmobiling	.5
15 Picnicking in developed sites	9.7	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	2.1
16 Softball and baseball	8.7	38 4-Wheel drive vehicles used off paved roads	3.6
17 Basketball	3.6	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	4.4
18 Football	1.1	40 Visiting museums, historic sites	7.6
19 Soccer	2.6	41 Visiting zoos and arboreturns	3.7
20 Golf	6.0	42 Organized or guided walks or tours	1.4
21 Tennis	4.6		
22 Target shooting (including pistol and skeet)	3.3		

For all remaining questions, consider only outdoor recreation activities which take place in government-operated park and outdoor recreation areas and facilities.

- 3B. From the above list of activities, please select up to 10 which you probably would have done more often, or would like to have tried, if good public facilities and programs had been available to you. Place the numbers for up to 10 of these activities in the boxes below.

Top Ten	01	02	09	13	23	23	39	40	40	42
---------	----	----	----	----	----	----	----	----	----	----

From the activities you have just selected, pick the five which are the most important and rank them. Indicate your ranking below.

The most important is number _____
 The 2nd most important is # _____
 The 3rd most important is # _____

The 4th most important is # _____
 The 5th most important is # _____

- 3C. Because of budgetary problems, it may be that some public agencies will have to charge for providing outdoor recreation areas and facilities. Indicate how much you would be willing to pay for one day's worth of each of those five activities which you would most like to do more of, as indicated in Question 3B above. Assume the facilities will be of high quality and uncrowded. Indicate your willingness to pay in whole dollars.

Most important activity (# _____):	I would pay \$ _____ per day's worth
Second most important (# _____):	I would pay \$ _____ per day's worth
Third most important (# _____):	I would pay \$ _____ per day's worth
Fourth most important (# _____):	I would pay \$ _____ per day's worth
Fifth most important (# _____):	I would pay \$ _____ per day's worth

- 3D. It would help us to plan for your outdoor recreation needs if we knew how you thought government agencies should spend public money to improve recreation opportunities. Please review once again the 42 activities listed in the activities box. Then, in the boxes below, place the numbers of up to 10 activities which you think state and local government agencies should do the most to provide for and to improve.

Top Ten	02	02	09	12	12	15	40	40	41	42
---------	----	----	----	----	----	----	----	----	----	----

From the activities you have just selected, pick the five which you think state and local government should give the highest priority when spending public money. Indicate your ranking below.

The highest priority is number _____
 The 2nd highest priority is # _____
 The 3rd highest priority is # _____

The 4th highest priority is # _____
 The 5th highest priority is # _____

- 3E. From the above list of 42 activities, please select up to 10 which are the most important to you. Place the numbers for these activities in the boxes below.

Top Ten	01	02	09	12	13	23	39	40	41	41
---------	----	----	----	----	----	----	----	----	----	----

From the activities you have just selected, please rank the five which are the most important to you.

The most important is number _____
 The 2nd most important is # _____
 The 3rd most important is # _____

The 6th most important is # _____
 The 5th most important is # _____

3F. The last time you participated in your most important activity (Priority #1, Question 3E above), how important were the following factors to your enjoyment?

		Not Important	Somewhat Important	Very Important
Relaxing	n=495	3.6%	22.0%	74.3%
Keeping fit and healthy	n=497	11.3	31.0	52.7
Experiencing challenge and excitement	n=491	23.6	33.8	42.6
Meeting new people	n=488	49.6	34.4	16.0
Being with family and friends	n=492	10.2	23.8	66.1
Doing something your youth enjoyed	n=476	27.3	19.1	53.6
Releasing or reducing tension	n=491	4.3	21.6	74.1
Having a change from daily routine	n=492	4.7	26.2	69.1
Getting away from crowded situations	n=493	5.9	17.8	76.0
Being in the outdoors	n=498	1.4	11.2	87.3
Feeling in harmony with nature	n=493	9.5	29.4	61.1
Achieving spiritual fulfillment	n=486	32.1	31.9	36.0
Beauty of the area	n=497	3.2	24.7	72.0
Availability of facilities	n=493	11.0	34.1	55.0
Quality of the natural setting	n=497	3.4	25.4	71.2

Q4. During the past year, how often did you visit each of the following types of outdoor recreational areas?

Area Type		Not at All	Once or Twice/ Year	Several Times/ Year	Once or Twice/ Month	Once/ Week	At Least 2 or 3 Times/ Week
1. <u>Natural and undeveloped areas</u> , that is, large areas in a natural or nearly natural condition, with few developments; for example, forests, deserts, mountains, wetlands and seashores.	n=512	8.0%	23.4%	39.3%	16.6%	5.5%	7.2%
2. <u>Nature-oriented parks and recreation areas</u> , located outside of or on the fringe of urban areas, including developments like campgrounds, picnic areas, trails, and information centers. Generally, they're national, state, or large county and regional parks.	n=509	7.1	27.9	42.8	14.5	4.3	3.3
3. <u>Highly developed parks and recreation areas</u> , in or near urban areas. They receive heavy visitor use. They may include playgrounds, sports facilities, and beaches. City parks and county parks are examples.	n=510	13.1	22.9	28.6	18.0	10.0	7.3
4. <u>Historical or cultural buildings, sites, or areas</u> , regardless of their location.	n=510	11.2	39.6	35.3	11.2	1.2	1.6
5. <u>Private, not public, outdoor recreation areas and facilities</u> , such as private campgrounds, hunting preserves, amusement parks, golf clubs, tennis or swimming facilities at clubs or in apartment complexes.	n=507	27.0	25.4	25.2	12.4	4.5	5.3

Q5. Of the five types of areas listed in Question 4 above, which one do you most enjoy visiting? This may not necessarily be the one you visit most often.

n=504 Area Type # 1 48.8%

Q6. How do you generally get information about public parks, recreation areas and facilities? (CHECK ALL THAT APPLY) n=528

- 30.9% ☐ Friends and family ☐ TV 9.8
 12.3 ☐ Government agency brochures ☐ Maps 23.7
 7.7 ☐ Any private organization's newsletter ☐ Other (PLEASE SPECIFY) 10.0
 5.4 ☐ Radio _____

Q7. Many government outdoor recreation agencies contract out some of their work to private, profit-making firms. Which of the following activities do you think a private firm should be allowed to provide in public park and recreation areas?

Provided by Private Firm

		<u>Yes</u>	<u>No</u>	<u>No Opinion</u>
a. Sale of ready-to-eat food and beverages	n=526	63.7%	22.6%	13.7%
b. Sponsorship of contests, races and special events	n=526	52.9	22.7	21.5
c. Maintenance of facilities and grounds	n=526	53.8	29.7	16.5
d. Patrol and law enforcement duties	n=526	37.6	47.0	15.4
e. Providing guided nature walks, educational activities	n=526	43.3	35.4	21.3
f. Undertaking the total operation and management of the park or recreation area	n=526	16.2	68.3	15.6

Q8. Finally, please use the space below for any additional comments you may have about the public parks and outdoor recreation areas and facilities which exist today in California. You may include complaints, suggestions, observations, praise, etc. Use the back of this page if you need more space. Thanks again for your assistance.

THANK YOU FOR YOUR TIME AND PARTICIPATION.
 PLEASE RETURN YOUR QUESTIONNAIRE IN THE ENCLOSED RETURN ENVELOPE.
 YOU CAN EXPECT TO RECEIVE YOUR FREE MATERIALS IN 2 - 3 WEEKS.

APPENDIX C

Youth'S MAIL SURVEY WITH UNWEIGHTED* SUMMARY STATISTICS

*Reflects characteristics of the survey sample but not necessarily the characteristics of the California population as a whole.



YOUTH'S OUTDOOR RECREATION SURVEY



In this survey we are going to ask you questions about the kinds of things you like to do for fun out-of-doors. Please read each question very carefully and answer it the best you can. If you don't know what a question means, it's OK to ask your Mom or Dad to explain it to you. But we want you to answer the questions about your own activities and feelings, not those of your parents or anybody else.

1. We'd like to know what kinds of things you like to do out-of-doors. In the box below we've made a list of things that some boys and girls might like to do out-of-doors. On the line after each item, please write the number of times you did it in the past year, that is, in the 12 months from March of last year until this month. (This is tricky -- ask a parent if you need help.) If you can't remember exactly for such a long period of time, just make your best guess. If you didn't do it at all in the past year, put a 0 on the line. n=562

Item	How many times did you do this in the last year?	Item	How many times did you do this in the last year?
01 Walking	<u>92.8</u>	22 Target shooting (including pistol and skeet)	<u>2.7</u>
02 Trail hiking	<u>7.3</u>	23 Beach activities, including sunning and games	<u>12.1</u>
03 Bicycling (on paved surfaces)	<u>62.5</u>	24 Swimming (in outdoor pools)	<u>30.5</u>
04 Mountain biking (not on paved surfaces)	<u>6.2</u>	25 Swimming in lakes, rivers, and the ocean	<u>9.4</u>
05 Jogging and running	<u>51.5</u>	26 Surfing	<u>2.4</u>
06 Driving a car for pleasure	<u>5.6</u>	27 Sailboating and windsurfing	<u>.6</u>
07 Horseback riding	<u>3.8</u>	28 Kayaking, rowboating, canoeing, and rafting	<u>1.5</u>
08 Hunting	<u>.7</u>	29 Power boating	<u>2.1</u>
09 Camping in a tent or vehicle in areas with water, electricity and toilets	<u>2.7</u>	30 Water skiing	<u>1.2</u>
10 Camping in areas without water, electricity and toilets and backpacking	<u>1.5</u>	31 Fishing - saltwater	<u>2.1</u>
11 Mountain climbing	<u>1.1</u>	32 Fishing - freshwater	<u>4.4</u>
12 General nature study and looking at wildlife	<u>9.5</u>	33 Downhill (Alpine) skiing	<u>1.8</u>
13 Using grass and lawn areas for playing games, sitting and sunning	<u>60.1</u>	34 Cross-country skiing	<u>.3</u>
14 Use of playground equipment and tot-lots	<u>35.6</u>	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	<u>3.2</u>
15 Picnicking in areas with picnic tables	<u>8.5</u>	36 Snowmobiling	<u>.1</u>
16 Softball and baseball	<u>26.0</u>	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	<u>4.6</u>
17 Basketball	<u>36.5</u>	38 4-Wheel drive vehicles used off paved roads	<u>1.3</u>
18 Football	<u>15.6</u>	39 Going to outdoor events, like concerts, theater, etc., in outdoor settings	<u>5.0</u>
19 Soccer	<u>17.1</u>	40 Visiting museums, historic sites	<u>5.7</u>
20 Golf	<u>3.2</u>	41 Visiting zoos and arboretums	<u>3.2</u>
21 Tennis	<u>6.2</u>	42 Organized or guided walks or tours	<u>2.4</u>

2. From the list in the box above, please write down the 5 outdoor activities that are your favorites. They may not necessarily be the ones that you do most often. All responses grouped n = 2,683

#1 Favorite Softball and baseball

#2 Favorite Bicycling

#3 Favorite Basketball

#4 Favorite Swimming

#5 Favorite Beach activities

3. In the past year, did you belong to any organization, club, or group that does outdoor sports or fun outdoor activities? Below is a list of groups that some boys and girls belong to. Please read each one and next to it circle yes if you belonged to that kind of group in the past year and no if you didn't. n = 572

Group		Circle <u>Yes</u> if you belong to a group like this in the past year and <u>No</u> if you didn't	
1.	Any school sports team which plays against teams from other schools	Yes 38.6%	No 61.4%
2.	Boy scouts, girl scouts, brownies, campfire girls, cub scouts, bluebirds or explorer scouts	Yes 24.6	No 75.4
3.	Any private tennis, golf, swim or health club	Yes 21.8	No 78.2
4.	Little league, Pop Warner, police athletic league or other community sport league	Yes 41.3	No 58.7
5.	Church youth groups, YMCA, YWCA	Yes 35.7	No 64.3
6.	Youth sports league sponsored by your city	Yes 28.3	No 71.7
7.	Community center or recreation center activity clubs, boys' clubs, girls' clubs	Yes 18.0	No 82.0
8.	4-H club, FFA	Yes 3.5	No 96.5
9.	Hiking or nature study club	Yes 9.7	No 90.3
10.	Please write any other <u>outdoor</u> activity clubs you belong to on the lines below:	Yes	No

4. Some kids say there are problems in some of the parks they like which keep them from having a good time. Other kids say they don't have these problems. Below is a list of possible problems. We'd like to know if you have any of these problems. For each problem below, please put an X in the box that best tells us how you feel. n = 572

Possible Problems	Not a Problem For Me	Sometimes a Problem For Me	A Big Problem For Me
1. The parks I go to are too crowded when I want to use them.	☐ 47.0%	☐ 48.0%	☐ 5.0%
2. The parks I want to use aren't safe to play in because of gangs or drugs.	☐ 60.0	☐ 24.7	☐ 15.3
3. The play equipment I want to use in parks is broken, worn out or missing.	☐ 58.9	☐ 33.3	☐ 7.8
4. There aren't enough organized activity programs or teams for me to join.	☐ 67.4	☐ 18.8	☐ 13.8
5. There aren't enough parks near my home.	☐ 64.1	☐ 17.3	☐ 18.6
6. The parks I go to don't have play equipment or other kinds of facilities that I like.	☐ 53.9	☐ 31.8	☐ 14.3
7. There aren't enough nature areas and organized nature activities near my home.	☐ 44.4	☐ 29.2	☐ 26.4
8. The parks aren't fun to use because of trash, broken glass or dog droppings where I want to play.	☐ 44.2	☐ 36.8	☐ 19.0

5. How old are you? 11.9 Years old n = 567

6. How many brothers and sisters under the age of 18 live in your home? (Don't count yourself)
Number of brothers and sisters 1.1 n = 563

7. Are you a boy or a girl? ☐ Boy 53.7% ☐ Girl 46.3% n = 568

8. What is your race or ethnic background. (Ask a parent if you need help with this one.)
☐ White 75.1% ☐ Asian or Pacific Islands 6.6 ☐ Mexican American 6.7 ☐ Other Hispanic 3.2
☐ Black 2.7 ☐ American Indian .9 ☐ Don't know or not sure 4.8

9. What is your ZIP code? (If you don't know, ask a parent.) ZIP code _____

10. Do you have 1 or 2 parents living in your household? ☐ 1 parent 13.0% ☐ 2 parents 87.0%
n = 568

11. Did a parent help you fill out this questionnaire? ☐ Yes 39.7% ☐ No 60.3%
n = 569

THANK YOU VERY MUCH FOR YOU HELP.

APPENDIX D
SURVEY METHODOLOGY

A. OVERALL METHODS

The research study design consisted of two separate and independent surveys. First, adult respondents were interviewed using randomly chosen telephone sample points. A total of 2,024 telephone interviews were conducted throughout California. After a short telephone interview, respondents were asked if they would be willing to complete a follow-up mail questionnaire in return for a state or federal publication. A total of 1,319 respondents were each mailed a questionnaire with a follow-up mailing for mail non-respondents. A total of 528 mail questionnaires were returned. Second, a mail survey of 5,000 households believed to contain youth was conducted. Over a three day period, 5,000 mail questionnaires were sent. A total of 569 youth responded to the mail questionnaire. Those youth who responded were mailed a copy of Outdoor California. The collected data was analyzed using the Statistical Package for the Social Sciences (SPSS).

The two surveys differ in approach. First, the adult survey's sample frame is based on random telephone numbers while the youth's survey's sample frame is based on households believed to contain youth i.e., a target sampling universe. Second, the youth's survey tends to be directed toward youth that can read. Consequently, most youth younger than 8 years of age tend to be excluded. In addition, the relatively low response rate of the youth's survey leads to cautious statistical interpretations. Third, although the two surveys are independent, adding the results of the two surveys may not be sound from a statistical point of view due to the youth survey's targeted sampling universe and relatively high non response. Therefore, comparison between the two survey and/or adding the results of the two surveys would not be recommended.

B. SPECIFIC TASKS

The survey methodology consisted of a number of specific tasks: (1) Questionnaire design, (2) Sample frame development, (3) Data collection, (4) Code book development, and (5) Analysis.

1. Questionnaire Design

The questionnaires design was conducted with extensive input from the Parks and Recreation staff. Parks and Recreation staff provided questions and areas of inquiry that were important in the decision making process. These subjects had been discussed and reviewed by recreation professionals, academicians, and agency managers both throughout California, as well as elsewhere in the nation. Parks and Recreation staff translated these subjects into the types of questions for which they desired data. The 1987 questionnaires were reviewed and integrated. Meetings were held to discuss both the subjects and questions in order to assure that the contents of the designed questionnaire would meet the needs of the Department.

Three questionnaire emerged from this effort. First, one questionnaire was designed which was suitable for administering to respondents over the telephone. This questionnaire was used in conjunction with a random-digit-dialing sampling plan. The questionnaire was designed to take a maximum of 5 minutes of a respondent's time to complete in order to alleviate interviewee fatigue and maintain response rates. Second, a mail questionnaire was designed for self-administration. Since the Department needed more information than what could reasonably be obtained in the telephone survey, CIC suggested that telephone survey respondents be recruited for a mail survey. Both questionnaires make heavy use of the Likert scale to determine the strength of response. Both contain open-ended questions. Third, a mail questionnaire was designed for self-administration by youth. To the extent possible questions were simplified to enhance response by youth. If necessary, parents were permitted to assist their child's response.

After circulating questionnaires with Parks and Recreation Staff, the telephone survey was pretested with 25 randomly chosen households. The pretest revealed that the telephone survey was somewhat longer than anticipated. Consequently, question #5 was asked of half the households while question #6 was asked of the other half. The adult mail questionnaire was pretested among CIC staff while the youth's questionnaire was pretested among CIC staff's youth. Examples of each of the three questionnaires may be found in Appendices A, B, C representing the adult telephone, adult mail, and youth's mail survey instruments respectively.

2. Sample Frame Development

In order to diminish the impact of Southern California's relatively large population, the sampling plan for this study involved geographic stratification of the sample points. The square root approach was utilized which involved taking the square root of the most up-to-date population figure (1990) for each county in California. This figure was then divided out as a percentage of the total. These percentage figures were used to calculate the number of sample points to be interviewed in each county, the total amounting to approximately 2,100. The square root approach was used as a means of providing the desired statewide coverage, as it penalizes large counties and assists small counties. Proportional sampling, on the other hand, would have allocated an excessively large number of sample points to the large counties, and possibly excluded the small counties.

Once the number of sample points per county was determined, CIC utilized its random-digit dialing software program. This program creates random-digit telephone numbers in proportion to the issuance of prefixes that are designated for specific geographic locations. Designated prefixes are weighted according to each one's issuance, thus ensuring a random sample, including those with new or unlisted numbers. A total of 2,024 telephone interviews was conducted with respondents in California. Every county in the state was represented (Table D-1).

Table D-1

RESPONDENTS BY COUNTY

County	Frequency	Percent
Alameda	78	3.9%
Alpine	3	.1
Amador	12	.6
Butte	30	1.5
Calaveras	12	.6
Colusa	8	.4
Contra Costa	61	3.0
Del Norte	11	.5
El Dorado	24	1.2
Fresno	52	2.6
Glenn	10	.5
Humboldt	24	1.2
Imperial	20	1.0
Inyo	10	.5
Kern	50	2.5
Kings	22	1.1
Lake	16	.8
Lassen	10	.5
Los Angeles	195	9.6
Madera	19	.9
Marin	34	1.7
Mariposa	8	.4
Mendocino	19	.9
Merced	35	1.7
Modoc	6	.3
Mono	8	.4
Monterey	38	1.9
Napa	22	1.1
Nevada	20	1.0

County	Frequency	Percent
Orange	100	4.9%
Placer	29	1.4
Plumas	10	.5
Riverside	72	3.6
Sacramento	70	3.5
San Benito	12	.6
San Bernardino	75	3.7
San Diego	102	5.0
San Francisco	62	3.1
San Joaquin	44	2.2
San Luis Obispo	32	1.6
San Mateo	54	2.7
Santa Barbara	40	2.0
Santa Clara	80	4.0
Santa Cruz	32	1.6
Shasta	28	1.4
Sierra	4	.2
Siskiyou	14	.7
Solano	38	1.9
Sonoma	44	2.2
Stanislaus	42	2.1
Sutter	16	.8
Tehama	17	.8
Trinity	8	.4
Tulare	34	1.7
Tuolumne	16	.8
Ventura	49	2.4
Yolo	27	1.3
Yuba	16	.8
	2,024	100.0%

Source: CIC Research, Inc., 1992.

A sample frame for the mail survey could not be predetermined as it was dependent upon the willingness of telephone survey respondents to accept and complete this survey.

The mail sample frame for the youth's questionnaire was purchased from Best Mailing Lists, Inc. The sample frame targeted households in California with youth 8 - 17 years of age. The sample frame was purported to be 95 percent deliverable with 95 percent of the household containing youth.

3. Data Collection

Data collection involved a telephone survey followed by a mail survey. Prior to commencing the telephone survey, a briefing session was held for the interviewers. At this time, the interviewers were given a short description of the project, its purposes and objectives, and the questionnaire was explained in detail. Telephone call records were then prepared. These allow for documentation of attempted calls and of prearranged callbacks when necessary.

Most interviews were conducted from CIC Research's central telephone room facility located in San Diego, California. However, due to the contractual requirement, 348 interviews were conducted by Luth Research, a women-owned business, from its central telephone room facilities. Interviews commenced on February 17 and ended on February 27, 1992. During this period, interviews were conducted on weekdays during 1:00 p.m. and 9:00 p.m. as well as on weekends during 10:00 a.m. and 6:00 p.m. A CIC staff supervisor was on duty at all times to monitor approximately 10 percent of each interviewer's work, to assure quality control and to answer any questions that may have arisen.

The survey was controlled on a county basis such that the number of completed interviews per county approximated the number specified as per the sample frame. Disposition of the calls is given in Table D-2. Before concluding the telephone survey, respondents were asked to participate in a mail follow-up survey, in return for which they were told they would

Table D-2

TELEPHONE SURVEY CALL RESULT SUMMARY

	Number	Percent
Not in service	2,042	22.1%
Business	1,087	11.8
No good (language, etc.)	220	2.4
No answer	1,092	11.9
Refusal	1,897	20.5
Answering Machine	556	6.0
Call Backs	245	2.7
Terminates	17	.2
Busy	50	.5
Completes	2,024	21.9
	9,230	100.0%

Source: CIC Research, Inc., 1992.

receive a state or federal outdoor publication. A total of 2,024 telephone interviews were conducted, and 1,319 respondents agreed to complete the mail survey.

The first mailing to all 1,319 adult respondents was organized at CIC's offices. All reply envelopes were stamped with a number which identified each respondent. This enabled CIC to determine those respondents who had returned their questionnaires versus those who had not. A second mailing was thus conducted to those respondents who had not returned their questionnaires by the two week cutoff date. Four weeks after the last date of the second mailing, the final cutoff date was made. A total of 528 questionnaires were returned by the cut off date reflecting a 40.0 percent response rate for the mail survey.

The youth's mail survey was prepared from March 30 to April 1, 1992. Roughly, 5,000 questionnaires were mailed out. By the cut-off date of May 8, 1992, 569 youth's questionnaires were received. A youth's response rate has not been calculated since the incidence of youth in the household sample frame is not known with certainty.

4. Code Book Development

The 1987 survey effort provided the foundation for the 1992 codebook along with the first responses to each questionnaire. The developed codebooks defined numerical codes for all questions in each survey including open-ended responses. Questionnaires were marked with an identification code such that once they had been computerized, adult mail surveys could be matched up with the corresponding adult telephone survey, i.e., of the same respondent. This enabled various analysis and crosstabulations to be performed.

5. Analysis

Once the data had been quality assured, descriptive statistics were computed using SPSS^x for the entire adult telephone, adult mail, and youth's questionnaire responses. The survey design permitted complete control over nonrespondents to the adult mail portion of the survey. Essentially, the survey characteristics of those individuals who only responded to the

telephone survey, i.e., refused to participate in the mail survey or agreed to participate but did not respond to the mail survey, were compared to individuals who responded to both the telephone and the mail survey. In general, the characteristics of the two groups were fairly similar.

In addition, adult survey responses were compared to published information. Three major discrepancies were found between adult survey respondents and the published figures, i.e., the survey's distribution of income, distribution of education, and distribution of ethnicity differed from published sources.¹ As a consequence, SPSS was used to weight the survey dataset to reflect California's distribution of income, education, and ethnicity. In this sense, the weighted survey dataset reflects the opinions of adult Californians on a statewide basis.

In addition, the youth's questionnaire was weighted to reflect California's ethnicity. The youth's survey under-reported ethnic minorities. The SPSS weighting is thought to correct this deficiency.

The survey data was analyzed in unweighted and weighted configurations. The unweighted data may be found in Appendices A, B and C. The weighted findings may be found in the Narrative Findings. In addition, a number of cross-tabulations of the data were run. Crosstabulations included sex of respondent, coastal vs. noncoastal county, educational levels, income categories, and family type. These cross tabulations are submitted separately along with an unlabeled, EBCIDIC, 6250 BPI, 9 Track tape of the database.

C. RECOMMENDED METHODOLOGICAL CHANGES AND SCOPE OF WORK CHANGES

As a result of conducting the study, a number of methodological changes are recommended should a similar study be conducted in the future. First, the response rate to the adult mail questionnaire may have been improved had a definable incentive been noted. The

¹U.S. Census, Summary of Population and Housing Characteristics, 1990.

incentive used for the 1992 survey references "... free publication from our state and federal parks and outdoor recreational agencies". In 1987, a defined incentive resulted in a significantly higher adult mail response rate.

Second, the youth's sample frame should be definitized from a statistical point of view. For example, random-digit-dialing techniques could have been used to pinpoint California households with youth in the targeted sample frame. Unfortunately, the research resources needed for such an approach was prohibitive.

Third, the respondent burden for the adult mail questionnaire may have been too burdensome. A four page legal size document with relatively small print may have deterred response. To say the least, the adult mail questionnaire appears formidable.

Fourth, all surveys were conducted in a relatively brief period of time. As a consequence, seasonal variations in responses cannot be identified. Future studies might consider conducting the survey over time to determine if seasonal response variability exists.

Finally, research funding must increase if the amount and quality of data is to be maintained. The 1987 budget and the 1992 budget were identical. In order to accommodate the youth's survey, the 1992 effort for adults had to be reduced in addition to inflation induced reduction. Eventually, severe erosion of the research product will occur.

APPENDIX E

**DEMOGRAPHIC AND DEMOGRAPHIC
CROSS TABULATIONS**

This appendix summarizes the demographics of the survey respondents after the data has been weighted for income, education, and ethnicity. In addition, selected cross tabulations are provided for demographic variables. Specifically, cross tabulations are tables that show the joint distribution of two or more variables that have distinct values. For example, the average number of days for each outdoor activity could be tabulated by gender.

A. GENERAL PROFILE

1. Adult Surveys

Respondents were asked how they generally get information about public parks, recreation areas and facilities. Table E-1 summarizes their response based on multiple answers. The most prevalent sources of information noted were friends and family (35.9%) followed by maps (25.1%). Government agency brochures were noted in only 3.2 percent of the responses.

Table E-2 and Table E-3 provide insight to the composition of the households in the survey. Couples with or without children dominate the respondent set. In addition, the respondent set has more individuals per household (3.2) than does the 1990 census (2.8).

Table E-4, E-5 and E-6 present the survey's distribution of income, education and ethnicity. The weights for the survey were derived from the U.S. Census, Population and Housing Characteristics, 1990. The Census income categories were estimated to match the survey income categories. In addition, mixed households from the survey were distributed proportionally to the Census categories.

2. Youth's Survey

Table E-7 provides some of the demographic characteristics of youth in the survey after the data was weighted for California ethnicity. The average respondent age was almost 12 years divided fairly evenly between boys (55%) and girls (45%). Most of the youth responding came from two parent households. Youth in the survey average 1.1 brothers or sisters. Almost 4 out of 10 youth received assistance in filling out the questionnaire.

Table E-1

HOW INFORMATION IS OBTAINED

Category	Percent
Friends and family	35.9%
Government agency brochures	3.2
Any private organization's newsletter	9.2
Radio	6.7
TV	12.3
Maps	25.1
Other	7.6
	100.0%

Source: CIC Research, Inc., 1992.

Table E-2

TYPE OF HOUSEHOLD

Category	Percent
Single person(s), no children under 18 at home	18.3%
Couple, no children under 18 at home	25.0
Single person(s), with children under 18 at home	7.5
Couple with children under 18 at home	39.0
More than two adults	10.2

Source: CIC Research, Inc., 1992.

Table E-3

DISTRIBUTION OF NUMBER OF PEOPLE IN HOUSEHOLD

Number of People	Percent
1	13.7%
2	29.0
3	17.7
4	20.4
5	11.0
6	4.5
7 or more	3.7

Source: CIC Research, Inc., 1992.

Table E-4

INCOME DISTRIBUTION

Category	Percent
Under \$10,000	12.4%
\$10,000 to \$19,999,	17.1
\$20,000 to \$29,999,	15.4
\$30,000 to \$39,999,	15.5
\$40,000 to \$49,999,	9.0
\$50,000 to \$74,999, or	17.1
\$75,000 or over	13.5

Source: CIC Research, Inc., 1992.

Table E-5

EDUCATIONAL DISTRIBUTION

Category	Percent
Less than high school graduate	25.3%
High school graduate	21.2
Some college/technical training	29.3
College graduates	15.9
Graduate degree	8.3

Source: CIC Research, Inc., 1992.

Table E-6

DISTRIBUTION OF ETHNICITY

Category	Percent
Mexican/American and other Hispanic	25.8%
Caucasian/White	57.2
Black	7.1
Asian	9.1
American Indian	.6
Other	.2

Source: CIC Research, Inc., 1992

Table E-7

YOUTH'S CHARACTERISTICS

Category	
Average age	11.9 years
Average number of brothers or sisters	1.1 youth
Respondent's sex	
Boy	55.0%
Girl	45.0%
Number of parents in household	
One	13.9%
Two	86.1%
Did parents assist in filling out questionnaire	
Yes	38.8%
No	61.2%

Source: CIC Research, Inc.

B. DEMOGRAPHIC CROSSTABULATIONS

Crosstabulations of the adult survey dataset were performed by key demographic variables such as income, education, type of household, respondent gender and coastal vs. noncoastal counties. Crosstabulations of the youth survey was not performed due to the limited demographic information collected. The value of crosstabulation is to determine if a systematic difference exists by different demographic characteristics. For example, a cross tabulation by income permits one to determine if the behavior and opinion of higher income households differs from lower income households. The following tables highlights where significant differences were found in demographic crosstabulations. The size of these tables indicate that there are not that many differences that can be associated with demographics. Californians appear to be very homogeneous in their opinions and attitudes regardless of demographics when parks and recreation are considered.

1. Income

Table E-8 provides selected characteristics related to income levels. As the table indicates the proportion of single individuals with no youth diminish as incomes rise. The proportion of Mexican - Americans and other Hispanics tend to fall with increasing income levels. Average days of walking are most important to the lowest income category with a tendency to increase with income levels starting with the second income category. Not too surprisingly, activities such as golf and skiing rise with income. Apparently, the lower income levels are spending less time outdoors compared to five years ago than are the higher income categories.

2. Education

A number of characteristics vary by educational levels. As Table E-9 indicates, the proportion of individuals who believe that recreational areas and facilities today are better than five years ago falls as education rises. In addition, a smaller proportion of more educated

individuals strongly approve of more areas for use of off-highway vehicles. A number of activities tend to increase with educational levels including walking, jogging and running, use of play equipment, soccer, and cross country skiing. Average days of saltwater fishing falls as educational levels rise as does the proportion who do not visit private outdoor recreation areas.3.

Type of Household

Table E-10 identified differences associated with the type of households. In essence, households with youth appear to be more alike than non-youth households. While households with youth average fewer days of trail hiking, they average a greater number of days for softball/baseball, basketball, football, soccer, freshwater fishing, and visiting the zoo. Needless to say, doing things for youth in the outdoors tends to be very high.

4. Respondent's Gender

Table E-11 identifies areas where gender may be an important consideration. Women tend to average more days of activity walking, horseback riding, and using open grass/turf areas. Men appear to average more days of jogging/running, hunting, and golf. However, the activity levels and opinions of men and women in California are much more alike than different.

5. Coastal vs. Noncoastal

Table E-12 compares Californians living in coastal counties vs. noncoastal counties. In general, individuals in coastal counties make greater use of coastal activities such as beach activities and surfing. However, most of the geographical differences between Californians appear to be somewhat minor. In short, there are no astounding differences between coastal and noncoastal Californians.

Table E-10

SELECTED CHARACTERISTICS BY TYPE OF HOUSEHOLD

Category	Single No Children	Couple No Children	Single With Children	Couple With Children	More Than Two Adults
Average days of trail hiking	11.1	11.1	8.9	8.2	16.1
Average days of camping at developed sites	6.2	7.7	12.0	9.1	6.7
Average days of softball and baseball	5.6	3.1	14.9	16.3	5.4
Average days of basketball	1.5	1.8	6.4	6.4	.8
Average days of football	.9	.2	1.7	1.9	.8
Average days of soccer	.0	.4	4.5	5.0	1.9
Average days of fresh water fishing	8.4	5.2	10.7	13.5	5.8
Average days visiting zoo	3.0	2.8	5.4	4.1	3.6
Doing things for youth (%)					
Not important	50.7	36.8	4.9	5.8	22.7
Important	18.6	23.5	12.7	15.2	16.1
Very important	30.7	39.7	82.4	79.0	61.2

Source: CIC Research, Inc., 1992.

Table E-11

**SELECTED CHARACTERISTICS BY GENDER
OF RESPONDENT**

Category	Male	Female
Spending to acquire land for recreation (%)		
Increase	53.7	40.1
Remain the same	32.3	44.8
Decrease	14.1	15.1
Moderately or strongly agree that areas too crowded when I want to use (%)	64.1	75.0
Moderate or strongly agree that facilities and programs for special populations should be increased (%)	57.8	68.1
Moderately or strongly agree that recreational facilities attract undesirable people and activities (%)	16.8	29.0
Average number of days walking	84.2	118.0
Average number of days jogging or running	23.7	13.2
Average number of days horseback riding	1.8	5.0
Average number of days hunting	4.2	2.0
Average number of days of using open grass/turf areas	14.5	23.6
Average number of days of golf	8.1	4.3

Source: CIC Research, Inc., 1992.

Table E-12

**SELECTED CHARACTERISTICS BY
COASTAL VS. NONCOASTAL COUNTIES**

Category	Coastal County	Noncoastal County
Moderately or strongly agree that recreation facilities and programs for special populations should be increased (%)	58.2	68.5
Moderately or strongly agree to developing more local community parks (%)	75.3	64.2
Moderate or strongly agree to providing more open space in urban areas (%)	73.6	60.0
Average days bicycling	28.4	18.5
Average days of using open grass/turf areas	23.2	16.8
Average days of playing soccer	4.2	1.4
Average days of playing tennis	7.3	2.1
Average days of beach activities	21.8	8.4
Average days of surfing	6.2	.2
Average days of freshwater fishing	6.4	12.2

Source: CIC Research, Inc., 1992.

APPENDIX F

**COMPARISONS BETWEEN
THE 1987 AND 1992 SURVEYS**

The 1987 and 1992 surveys have similarities in purpose and scope. First, both surveys provide input for revisions of the California Outdoor Recreation Plan. Second, both surveys are utilized in revising the evaluation procedures by which the California Department of Parks and Recreation makes grants of federal Land and Water Conservation Fund monies to local government park and recreation agencies. Third, many of the questions asked in both surveys are identical or quite similar.

Alternatively, the 1987 and 1992 surveys have differences. First, the 1992 survey effort has enjoyed professional and financial assistance from the Bureau of Land Management and the U.S. Forest Service which tends to expand the usefulness of the survey. Second, the 1992 effort explicitly considered California youth, while the 1987 effort did not. Third, the 1992 survey makes greater use of mail survey techniques than did the 1987 survey. Finally, between the 1987 and 1992 survey certain questions were added and deleted.

This appendix systematically compares the results of the two surveys for questions that were identical or nearly identical in both the 1987 and 1992 efforts. The comparison are made for both data bases in a weighted form. The reader is cautioned about the precise data collection method, i.e., telephone or mail, is not necessarily the same for each question. In addition, the 1992 survey data has been weighted for education while income and ethnicity weights are found in both the 1992 and 1987 data.

In general, two significant results emerge from making a comparison between the 1987 and 1992 effort. First, the attitudes and opinions of Californians on a statewide basis have not changed significantly over the five year period. Second, the activity levels of Californians, however, appears to have increased dramatically since 1987. For many activities, participation rates and average days of activity have both risen over time.

A. ATTITUDES AND BELIEFS COMPARED

1. Importance

Table F-1 compares the importance of recreation to the quality of life for 1987 and 1992. To some extent, Californians today believe outdoor recreation is somewhat more important than five years ago. Essentially, a smaller proportion are neutral on the issue.

2. Satisfaction

Satisfaction with public recreation areas and facilities may have fallen somewhat. As Table F-2 indicates, in 1987 62.7 percent were satisfied or very satisfied with what was currently available. By 1992, only 49.6 percent were similarly satisfied. Another comparison indicates that in 1987 18.2 percent indicated outdoor recreation areas and facilities today were not as good as five years ago compared to 32.9 percent who have that opinion in 1992.

3. Types of Areas Visited and Preferred

Table F-3 shows how often Californians visit five broad types of outdoor recreation areas. In 1987 a significant portion of Californians did not visit these areas at all. By 1992, the not visiting category had diminished significantly, and visits to natural and undeveloped areas appear to have gained popularity over time.

Table F-4 provides preferences by the five broad types of outdoor recreation areas. The 1987 data has been adjusted to reflect only those with a preference. As the table indicates, the proportion who prefer natural and undeveloped areas has increased significantly from 1987 to 1992.

4. General Attitudes

General attitudes concerning outdoor recreation lands and facilities are compared for 1987 and 1992 in Table F-5. Overall, the attitudes of Californians remain fairly alike over the five year time period. However, in 1992 fewer strongly agree that recreational facilities and programs for special populations should be increased (29.9%) than what was found in 1987 (49.5%). A similar result may be found for using outdoor recreation areas and facilities to promote tourism.

Table F-1

**OUTDOOR RECREATION
IMPORTANCE TO QUALITY OF LIFE
1987 vs. 1992**

Category	1987	1992
Not at all important	4.2%	5.5%
Unimportant	4.5	4.7
Neutral	21.9	13.5
Important	25.7	20.2
Very important	43.7	56.1
	100.0%	100.0%

Source: CIC Research, Inc., 1992.

Table F-2

**SATISFACTION
1987 vs. 1992**

Category	1987	1992
Satisfaction with public outdoor recreation areas and facilities currently available		
Not at all satisfied	3.1%	5.8%
Unsatisfied	6.4	9.8
Neutral	27.7	34.8
Satisfied	34.0	28.2
Very satisfied	28.7	21.4
Comparison of outdoor recreation areas and facilities today with five years ago		
Better	37.9%	28.7%
Same	36.2	32.1
Not as good	18.2	32.9
Not here 5 years ago	7.7	6.4

Source: CIC Research, Inc., 1992.

Table F-3

**VISITS TO OUTDOOR RECREATION AREAS
1987 vs. 1992**

Category	Not At All		Once or Twice Per Year		Several Times Per Year		Once or Twice Per Month		Once Per Week		At Least 2 or 3 Times Per Week	
	1987	1992	1987	1992	1987	1992	1987	1992	1987	1992	1987	1992
Natural and undeveloped areas	50.3%	9.3%	26.2%	25.4%	16.5%	37.0%	4.5%	15.7%	1.0%	6.3%	1.6%	6.3%
Nature-oriented parks and recreation areas	31.4	9.7	30.5	27.7	27.7	39.9	7.8	14.8	1.4	4.9	1.2	3.1
Highly developed parks and recreation areas	21.2	12.6	16.3	21.6	28.5	30.1	19.3	17.3	8.8	10.5	6.0	7.9
Historical or cultural buildings, sites or areas	40.0	13.1	31.4	39.8	21.3	32.3	6.5	12.3	.4	1.2	.4	1.3
Private, not public, outdoor recreation areas and facilities	51.4	30.2	16.7	23.9	17.1	24.7	7.8	11.4	3.3	5.7	3.7	3.9

Source: CIC Research, Inc., 1992.

Table F-4

**TYPE OF OUTDOOR RECREATION AREA PREFERRED
1987 vs. 1992**

Category	1987	1992
Natural and undeveloped areas	27.6%	41.8%
Nature oriented parks and recreation areas	30.4	26.3
Highly developed parks and recreation areas	22.0	14.2
Historical or cultural buildings, sites or areas	9.7	7.1
Private, not public, outdoor recreation areas and facilities	10.3	10.6

Source: CIC Research, Inc., 1992.

Table F-5

ATTITUDES CONCERNING OUTDOOR RECREATION LANDS AND FACILITIES 1987 vs. 1992

	Strongly Disagree		Moderately Disagree		Neither Agree Nor Disagree		Moderately Agree		Strongly Agree	
	1987	1992	1987	1992	1987	1992	1987	1992	1987	1992
a. There are enough outdoor recreation areas and facilities available that are convenient for me.	12.3%	11.7%	22.1%	23.4%	16.0%	11.1%	31.1%	36.8%	18.5%	17.0%
b. More outdoor recreation areas and facilities are needed in or near <u>large cities</u> .	3.2	3.8	6.1	8.3	22.0	18.3	36.9	33.9	31.8	35.7
c. Protection of the natural environment is an important aspect of outdoor recreation areas.	.7	2.1	1.6	.8	2.9	2.7	18.3	15.9	76.5	78.5
d. Outdoor recreation areas and facilities in California are often too crowded when I want to use them.	2.7	1.7	6.0	6.5	16.7	22.4	31.1	34.4	43.5	34.9
e. Recreational facilities and programs for special populations such as the elderly, the very poor or disabled people should be increased.	2.4	3.5	3.2	7.2	15.3	25.5	29.5	33.9	49.5	29.9
f. Outdoor recreation areas and programs help to reduce crime and juvenile delinquency in my community.	3.1	8.0	5.6	8.9	27.8	31.7	34.8	26.1	28.8	25.4
g. Outdoor recreation areas and facilities can create jobs and spending in the community, helping its economy.	3.9	1.4	7.2	3.7	29.9	21.2	37.2	47.5	21.8	26.2
h. Outdoor recreation areas and facilities should be used to promote tourism.	3.8	8.0	6.8	15.9	19.8	24.4	35.3	33.9	34.2	17.8
i. The <u>federal</u> government should continue to give financial assistance to local and state governments for parks and outdoor recreation areas.	1.8	3.4	4.1	3.8	5.4	10.1	30.6	29.0	58.2	53.7
j. The <u>state</u> government should continue to give financial aid to local governments for outdoor recreation.	.9	1.8	1.9	1.7	7.9	10.1	35.7	30.8	53.6	55.5

Source: CIC Research, Inc. 1992.

B. PARTICIPATION DAYS

Table F-6 compares estimates of total household participation days for 1987 and 1992 by activity. Activity categories that did not match fairly precisely are excluded from the Table. As the data indicates, walking shows the single largest growth in activity days over the last five years. Other activities that show significant growth include bicycling, driving for pleasure, camping in developed sites, general nature study, use of open grass/turf areas, picnicking in developed sites, and freshwater fishing. The decrease in participation days for some activities is overpowered by the large increases noted.

C. NEEDS

Table F-7 compares the needs assessment which combines latent demand with public support. In general, the needs assessment between 1987 and 1992 is fairly consistent. The largest gain in needs over the period appears to be the use of play equipment/TOT-lots. Gains were also recorded for horseback riding, freshwater fishing, and camping in primitive areas and backpacking. Beach activities and attending outdoor cultural events lost their high status between 1987 and 1992. Other categories remained unchanged in terms of needs.

D. FUNDING, SPENDING CHANGES, AND ATTITUDE TOWARD CHANGES

1. Funding

In Table F-8, Californians were asked to express their support or opposition to a number of methods for funding parks and recreation. As the table indicates, Californians appear consistent in supporting tobacco and alcohol taxes over time. The decrease in the support for user fees may be a result of indicating what a modest increase, i.e., 20 percent, would be in the 1992 survey. While consistent between 1987 and 1992, the income tax check-off in 1987 only included the state. Apparent support for dedicating a portion of the existing sales tax has fallen over time.

Table F-6

ESTIMATED TOTAL HOUSEHOLD PARTICIPATION DAYS 1987 vs. 1992 (Millions)

Activity	1992	1987	Activity	1992	1987
01 Walking	984.4	149.6	23 Beach activities, including sunning and games	105.3	69.0
03 Bicycling (on paved surfaces)	110.1	46.0	24 Swimming (in outdoor pools)	61.2	33.3
05 Jogging and running	55.8	55.1	25 Swimming in lakes, rivers, and the ocean		
06 Driving a car for pleasure	217.6	81.8	(not in pools)	55.4	42.6
07 Horseback riding	5.9	6.1	26 Surfing	1.9	5.5
08 Hunting	4.0	3.9	27 Sailboating and windsurfing	.6	4.2
09 Camping in developed sites with tent or vehicle	47.2	18.3	28 Kayaking, rowboating, canoeing, and rafting	3.2	4.1
10 Camping in primitive areas and backpacking	9.4	8.2	29 Power boating	6.9	9.7
12 General nature study, wildlife viewing	84.2	31.5	30 Water skiing	2.4	5.6
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	137.4	69.1	31 Fishing - saltwater	9.5	9.6
14 Use of play equipment, tot-lots	35.9	35.1	32 Fishing - freshwater	37.6	19.5
15 Picnicking in developed sites	69.1	31.6	33 Downhill (Alpine) skiing	5.0	4.9
16 Softball and baseball	33.8	19.2	34 Cross-country skiing	.5	2.2
17 Basketball	8.5	10.3	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	4.2	5.4
18 Football	1.8	6.0	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	2.4	9.6
19 Soccer	2.8	9.5	38 4-Wheel drive vehicles used off paved roads	6.2	8.3
20 Golf	11.9	16.8	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	23.5	15.1
21 Tennis	7.2	18.2			
22 Target shooting (including pistol and skeet)	5.0	4.2			

Source: CIC Research, Inc., 1992.

Table F-7

NEEDS ASSESSMENT 1987 vs. 1992

Activity	1992	1987	Activity	1992	1987
01 Walking	1	1	23 Beach activities, including sunning and games	3	1
03 Bicycling (on paved surfaces)	2	2	24 Swimming (in outdoor pools)	4	4
05 Jogging and running	8	9	25 Swimming in lakes, rivers, and the ocean (not in pools)	4	4
06 Driving a car for pleasure	8	4	26 Surfing	9	9
07 Horseback riding	4	8	27 Sailboating and windsurfing	9	9
08 Hunting	9	9	28 Kayaking, rowboating, canoeing, and rafting	9	9
09 Camping in developed sites with tent or vehicle	1	1	29 Power boating	9	9
10 Camping in primitive areas and backpacking	1	2	30 Water skiing	9	9
12 General nature study, wildlife viewing	1	1	31 Fishing - saltwater	9	9
13 Use of open grass or turf areas for casual and unstructured activities, like games, sitting, sunning	2	2	32 Fishing - freshwater	1	3
14 Use of play equipment, tot-lots	2	7	33 Downhill (Alpine) skiing	9	9
15 Picnicking in developed sites	1	1	34 Cross-country skiing	9	9
16 Softball and baseball	9	9	35 Other non-mechanized winter sports activities - sledding, snow play, ice skating	9	9
17 Basketball	9	9	37 Motorcycles, dirt bikes, ATVs, dune buggies used off paved roads	9	9
18 Football	9	9	38 4-Wheel drive vehicles used off paved roads	9	9
19 Soccer	9	9	39 Attending outdoor cultural events, like concerts, theater, etc., in outdoor settings	4	1
20 Golf	9	9			
21 Tennis	9	9			
22 Target shooting (including pistol and skeet)	9	9			

Source: CiC Research, Inc., 1992.

Table F-8
FUNDING PARK AND RECREATION AREAS
1987 vs. 1992

	Strongly Oppose						Strongly Support					
	1		2		3		4		5		1987	1992
	1987	1992	1987	1992	1987	1992	1987	1992	1987	1992		
a. Having a state and/or federal income tax check-off for parks, and recreation purposes.	21.1%	18.2%	8.5%	9.5%	23.2%	20.5%	15.1%	16.2%	32.1%	35.6%		
b. Using money from the state lottery.	34.4	19.2	6.1	6.0	11.7	15.0	14.4	12.8	33.0	47.0		
c. Having a state and/or federal tax on the extraction of natural resources such as oil, gravel, and timber.	23.7	24.3	10.3	9.6	18.5	23.3	14.4	15.0	33.0	27.8		
d. Increasing the tax on tobacco products.	19.7	18.3	4.8	5.9	8.3	8.6	8.5	8.1	58.8	59.0		
e. Increasing the tax on alcoholic beverages.	17.1	17.5	4.5	7.6	13.4	10.2	14.9	12.2	50.1	52.5		
f. Having a modest (no more than 20%) increase in user fees at parks and outdoor recreation areas.	13.7	28.8	11.2	13.5	24.6	21.6	20.9	16.1	29.5	20.0		
g. Dedicating a portion of the existing sales tax.	14.3	18.9	8.9	11.5	19.4	23.2	21.6	17.5	35.8	28.8		

Source: CIC Research, Inc., 1992.

2. Spending Changes

Table F-9 compares Californian's priorities for public spending for outdoor recreation. In general, the priorities in 1987 and 1992 are remarkably the same. However, in 1992 the proportion of Californians who indicated increased spending for the protection and management of the areas' natural and cultural resources fell from the 1987 level. In 1992, most of these individuals want spending to remain the same.

3. Attitudes Toward Changes

As Table F-10 indicates, Californians appear to have diminished their level of approval for positive changes to park and recreation facilities and services. Since 1987, the idea of providing more areas for the legal use of off-highway vehicles has a smaller proportion strongly disapproving. A similar case may be made for providing more commercial hotels, etc., within public park and outdoor recreation areas but a majority still disapproves of such action.

E. PRIVATE BUSINESS INVOLVEMENT

In both 1987 and 1992, Californians were asked their attitudes about the role of the private sector in providing services in parks and recreation areas (Table F-11). The results between the two points of time are fairly consistent. However, in 1992 privatization of patrol and law enforcement duties is no longer supported by a majority. In both 1992 and 1987, Californians are overwhelmingly against having the private sector undertaking the total operation and management of the park or recreation area.

Table F-9

**SPENDING CHANGES
1987 vs. 1992**

Category	Increased Spending		Remain the Same		Decreased Spending	
	1987	1992	1987	1992	1987	1992
a. Acquire additional land for recreation purposes.	45.5%	45.9%	41.7%	39.4%	12.8%	14.6%
b. Basic maintenance of existing facilities (painting, small repairs, etc.).	54.6	52.1	43.5	43.9	1.9	4.1
c. Providing educational and activity programs for visitors.	47.9	45.7	43.5	40.8	8.6	13.5
d. Building new facilities.	42.0	41.3	45.0	38.9	13.0	19.8
e. Rehabilitating and modernizing existing facilities.	57.8	57.4	35.0	35.5	6.4	7.1
f. Protection and management of the area's natural and cultural resources.	71.6	60.8	26.9	35.3	1.5	3.8

Source: CIC Research, Inc., 1992.

Table F-10

**ATTITUDES TOWARD CHANGES
TO PARK AND RECREATION
FACILITIES AND SERVICES
1987 vs. 1992**

Statement	Strongly Disapprove		Disapprove		Neutral		Approve		Strongly Approve	
	1987	1992	1987	1992	1987	1992	1987	1992	1987	1992
a. Providing more educational programs and services in park and outdoor recreation areas.	4.5%	3.1%	4.2%	5.2%	17.3%	31.0%	20.5%	29.9%	53.4%	30.8%
d. Developing more local community parks.	5.1	2.8	3.7	5.4	17.5	22.5	23.1	34.0	50.6	35.2
e. Providing more commercial hotels, motels, restaurants, shops, gas stations within public park and outdoor recreation areas.	43.9	31.1	20.7	27.1	13.5	28.2	7.3	7.2	14.8	6.4
f. Providing stronger enforcement of laws and regulations which deal with public use and behavior in parks and recreation areas.	2.6	3.0	3.6	6.6	12.8	22.8	14.6	24.8	66.5	42.8
g. Providing more areas for the legal use of off-road vehicles such as motorcycles, dune buggies, 4-wheel drive vehicles, and all-terrain vehicles.	45.5	28.7	16.4	14.0	14.8	20.6	7.2	18.4	16.2	18.3
h. Developing more horseback riding, hiking, and/or mountain biking where no motorized vehicles are allowed.	3.3	3.3	3.5	4.9	12.9	18.1	23.6	33.9	56.7	39.8
i. An increase in the number of wilderness type areas where no vehicles or developments are allowed.	12.1	5.5	7.0	6.2	14.5	19.9	19.4	25.3	47.0	43.2
j. Providing more open space in urban areas.	3.4	1.7	2.9	4.7	16.0	27.3	22.7	26.7	55.0	39.5

Source: CIC Research, Inc., 1992.

Table F-11

**PRIVATIZING PUBLIC PARK
AND RECREATION AREAS
1987 vs. 1992**

Category	Provided by Private Firm			
	Yes		No	
	1987	1992	1987	1992
a. Sale of ready-to-eat food and beverages	69.3%	75.1%	30.7%	24.9%
b. Sponsorship of contests, races and special events	71.3	66.7	28.7	33.3%
c. Maintenance of facilities and grounds	65.4	66.5	34.6	33.5
d. Patrol and law enforcement duties	55.0	48.1	45.0	51.9
e. Providing guided nature walks, educational activities	64.3	59.0	35.7	41.0
f. Undertaking the total operation and management of the park or recreation area	28.5	22.4	71.5	77.6

Source: CIC Research, Inc., 1992.

APPENDIX G

**SELECTIVE BIBLIOGRAPHY
OF RESEARCH IN PROGRESS
BLM/USDA FOREST SERVICE
COOPERATIVE RESEARCH PROGRAMS FY92**

1. Communication with Forest Users in the Southern California Urban/Wildland Interface.

Cooperative Agreement: California State University, Chico
Principal Investigators: Ronald Hodgson
David Simcox
Robert Pfister (CalPoly, Pomona)
Interim report: "Communicating with Users of the Angeles National Forest:
Technical Report No. 3"
Final report pending.
2. A Study on the Implementation of Outdoor Recreation Policy on Four National Forests in Southern California.

Cooperative Agreement: California State University, Chico
Principal Investigator: Steve Dennis
Final report and executive summary: (same titles as study title).
3. Cross-Cultural Land Ethics and Implications for Management of Southern California's National Forests: Part I.

Cooperative Agreement: California State University, Chico
Principal Investigators: David Simcox
Robert Pfister (CalPoly, Pomona)
Final report pending.
4. Cross-Cultural Land Ethics and Implications for Management of Southern California's National Forests: Part II.

Cooperative Agreement: California State Polytechnic University, Pomona
Principal Investigator: Robert Pfister
Research in progress.
5. Depreciative Behavior Impacts and Controls: An Assessment of Southern California Recreation Agencies.

Collaborators: Pacific Southwest Station
Pacific Northwest Station
Cooperative Agreement: San Diego State University
Principal Investigators: Daniel Dustin
Richard Namba
Final report pending.
6. Evaluation of Knowledge, Attitudes, Beliefs, and Behaviors Related to Cultural Resource Protection and Management in National Forests.

Collaborators: Pacific Southwest Station
Pacific Northwest Station
Cooperative Agreement: University of California, Irvine
Principal Investigator: Ross Conner
Final report pending.

7. A Study of Southern California Urban Cultures Recreating on the Inyo National Forest.
Cooperative Agreement: Oregon State University
Principal Investigator: Perry Brown
Analysis and final report in progress.
8. Development of Procedures for Gathering Statistics on Recreational Visitor Use of Bureau of Land Management Land in the California Desert.
Collaborators: USDI, Bureau of Land Management
USDA, Forest Service, Pacific Southwest Station
Cooperative Agreement: West Virginia University
Principal Investigator: Steven Hollenhorst
Final report pending.
9. Ethnic Patterns in Recreational Use and Non-use of the Tonto National Forest.
Cooperative Agreement: Texas A&M University
Principal Investigator: James Gramann
Analysis of data in progress.
10. A National Survey of Public Attitudes Toward Prescribed Fire Policies.
Collaborators: Intermountain Experiment Station
Pacific Southwest Station
Cooperative Agreement: Colorado State University
Principal Investigator: Michael Manfredo
Final report submitted; manuscript submitted to journal: (titles same as the study title).
11. Off-Road Vehicle Rider Ethics and User Training Program.
Collaborators: California State Department of Parks and Recreation
USDA, Forest Service, Pacific Southwest Station
Principal Investigator: Alan Ewert
Research in progress.
12. Social Psychological Dimensions of Risk Sport Participation.
Cooperative Agreement: Utah State University
Principal Investigator: Richard Schreyer
Research in progress.
13. Periodic Photography for Monitoring Various Impacts on Outdoor Recreation Sites and View Landscapes: Case Studies.
USDA, Forest Service, Pacific Southwest Station
Principal Investigator: Arthur Magill
Manuscript in press: "Monitoring Environmental Change with Color Slides"

14. Determination of Detection and Recognition Thresholds of Perceived Landscape Components and Impacts.

USDA, Forest Service, Pacific Southwest Station

Principal Investigator: Arthur Magill

Manuscript in press: "A Model to Identify Visual Thresholds in Assessments of Public Concern for Landscape Quality"

Drafting manuscript: "Our Managed Landscapes: Opinions of What People See"

15. Comparison of Urban-Proximate and Urban-Distant Wilderness Users.

USDA, Forest Service, Pacific Southwest Station

Principal Investigator: Alan Ewert

Data analysis in progress.

16. Modelling Risk Recreation Participation.

Cooperative Agreement: University of West Virginia

Principal Investigator: Steven Hollenhorst

Research in progress.

17. The Recreation Opportunity Spectrum and Social Order in Outdoor Leisure Settings.

Cooperative Agreement: Ohio State University

Principal Investigator: John L. Heywood

Starting.

18. Cross-Cultural Variations in Outdoor Recreation: The Relationship Between Culture/Race and Recreation Resource Settings, Meanings, and Preferences.

Cooperative Agreement: Virginia Polytechnic and State University

Principal Investigator: Daniel R. Williams

Starting.

APPENDIX H
STUDY CREDITS

The leadership and coordination of the survey effort was undertaken by the Statewide Planning Section of the California Department of Parks and Recreation.

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